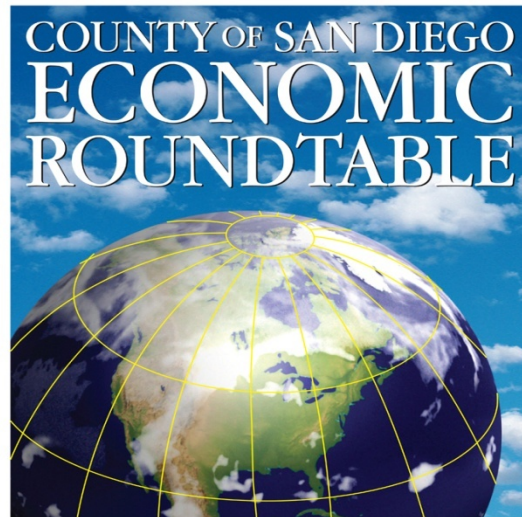


# Welcome to the COUNTY OF SAN DIEGO ECONOMIC ROUNDTABLE

---

*The longest-running local economic  
forecasting event in San Diego County!*



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San Diego

# Economic Outlook 2013 Impact on California

29<sup>th</sup> Annual San Diego  
Economic Roundtable

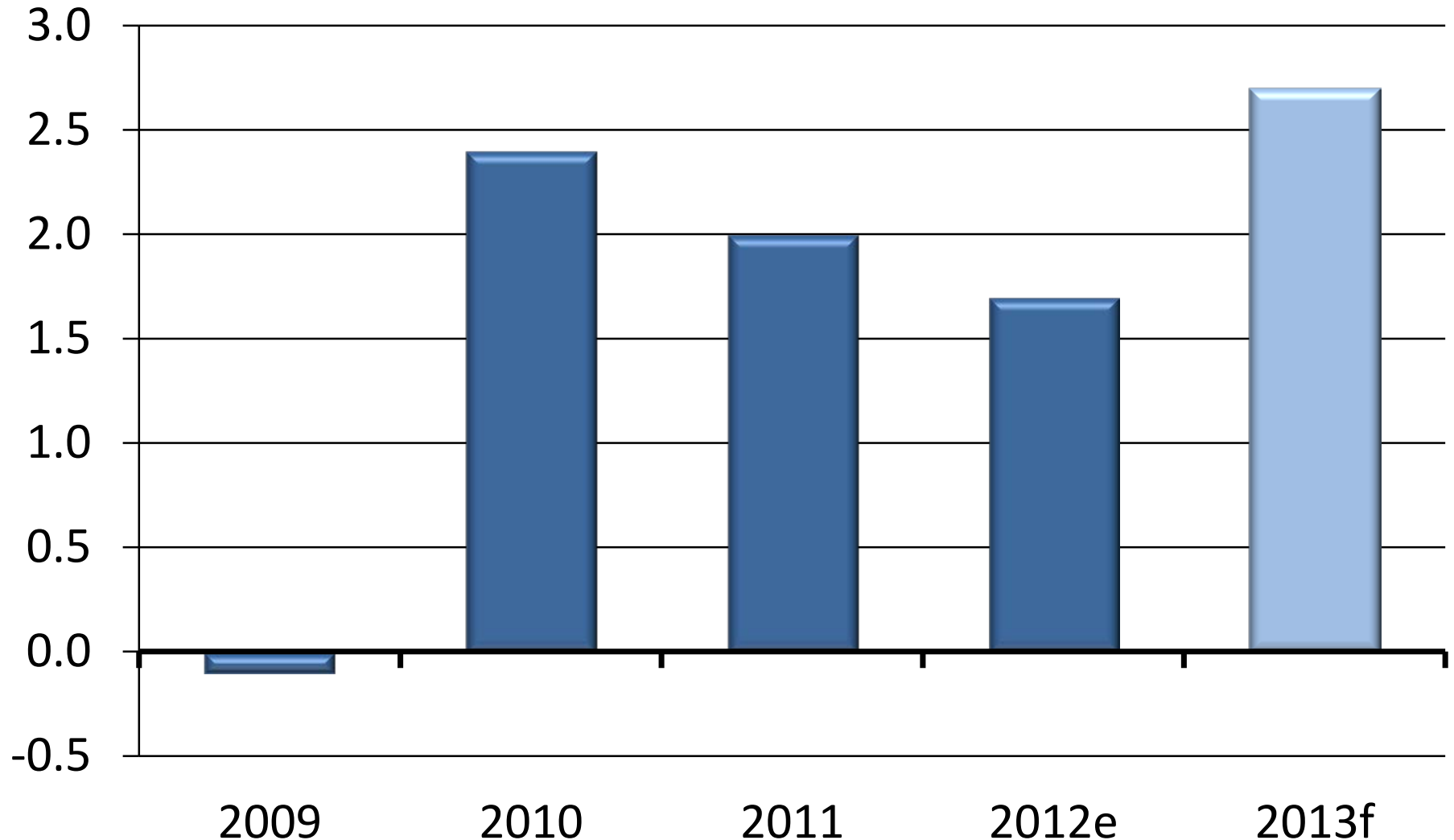
January 25, 2013

Lynn Reaser, Ph.D.

Fermanian Business & Economic Institute at PLNU

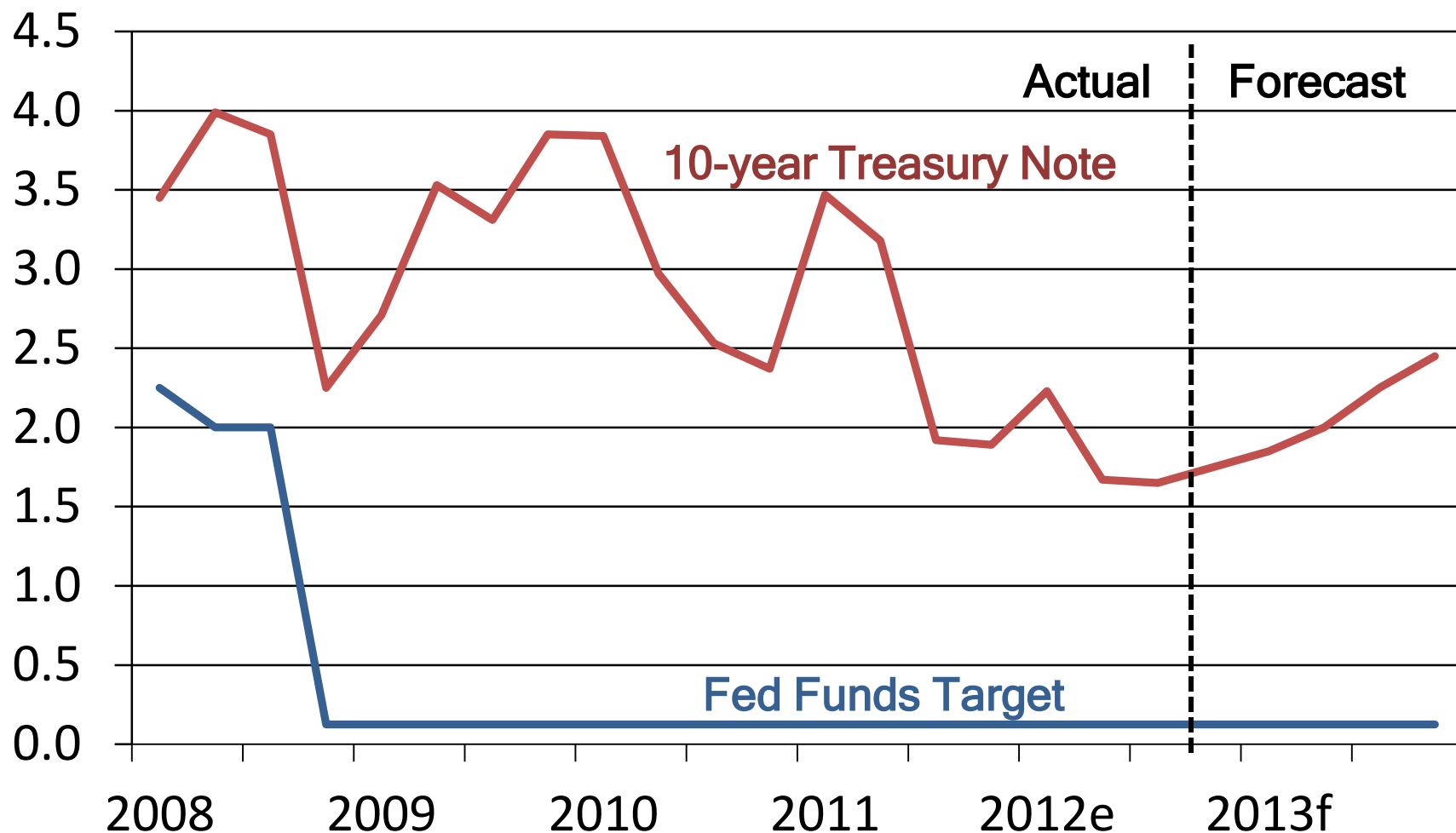
# U.S. Real GDP to Firm

4<sup>th</sup> quarter, percent change over prior year



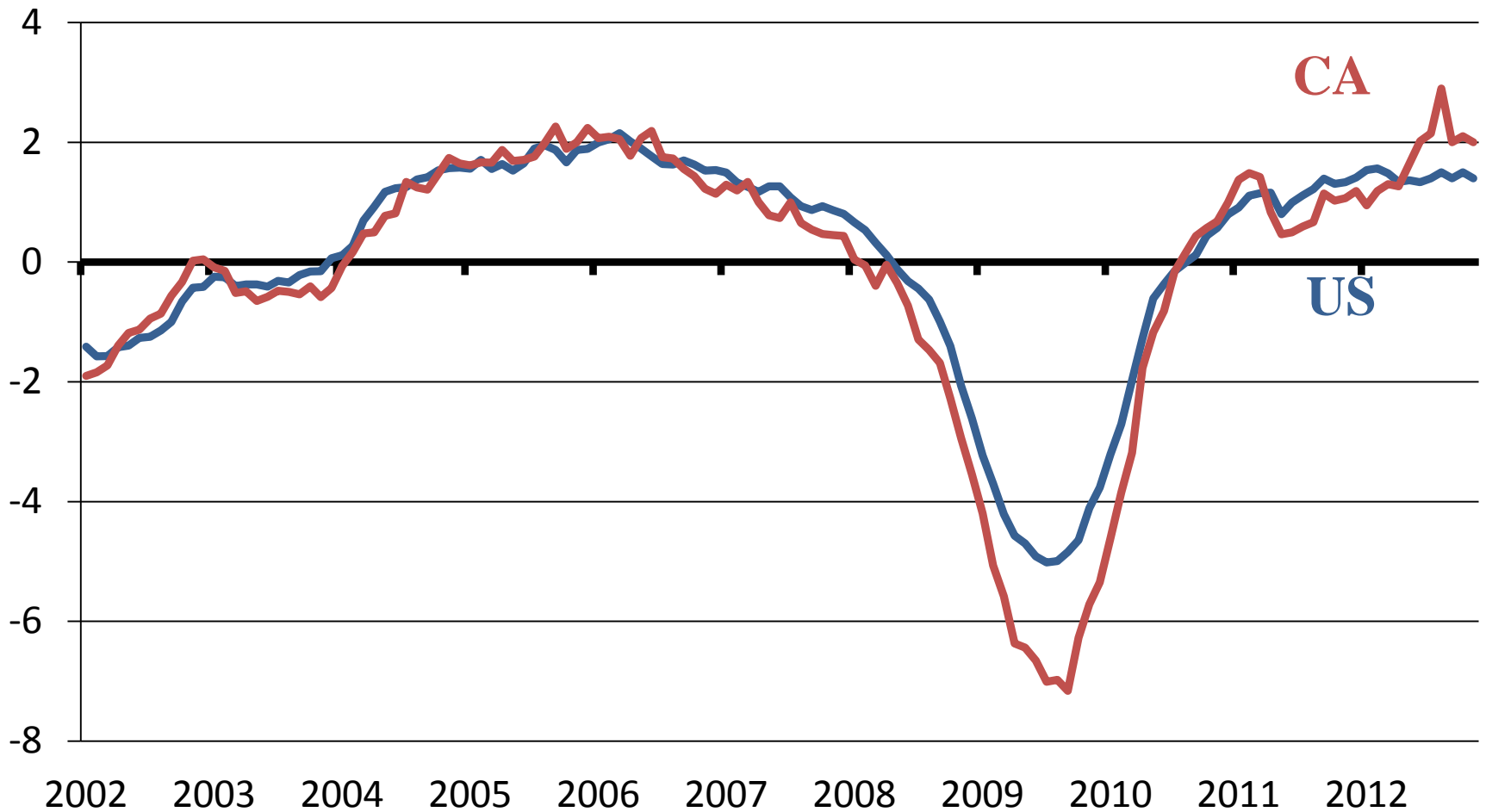
# Interest Rates Diverge

Quarter-end, percent



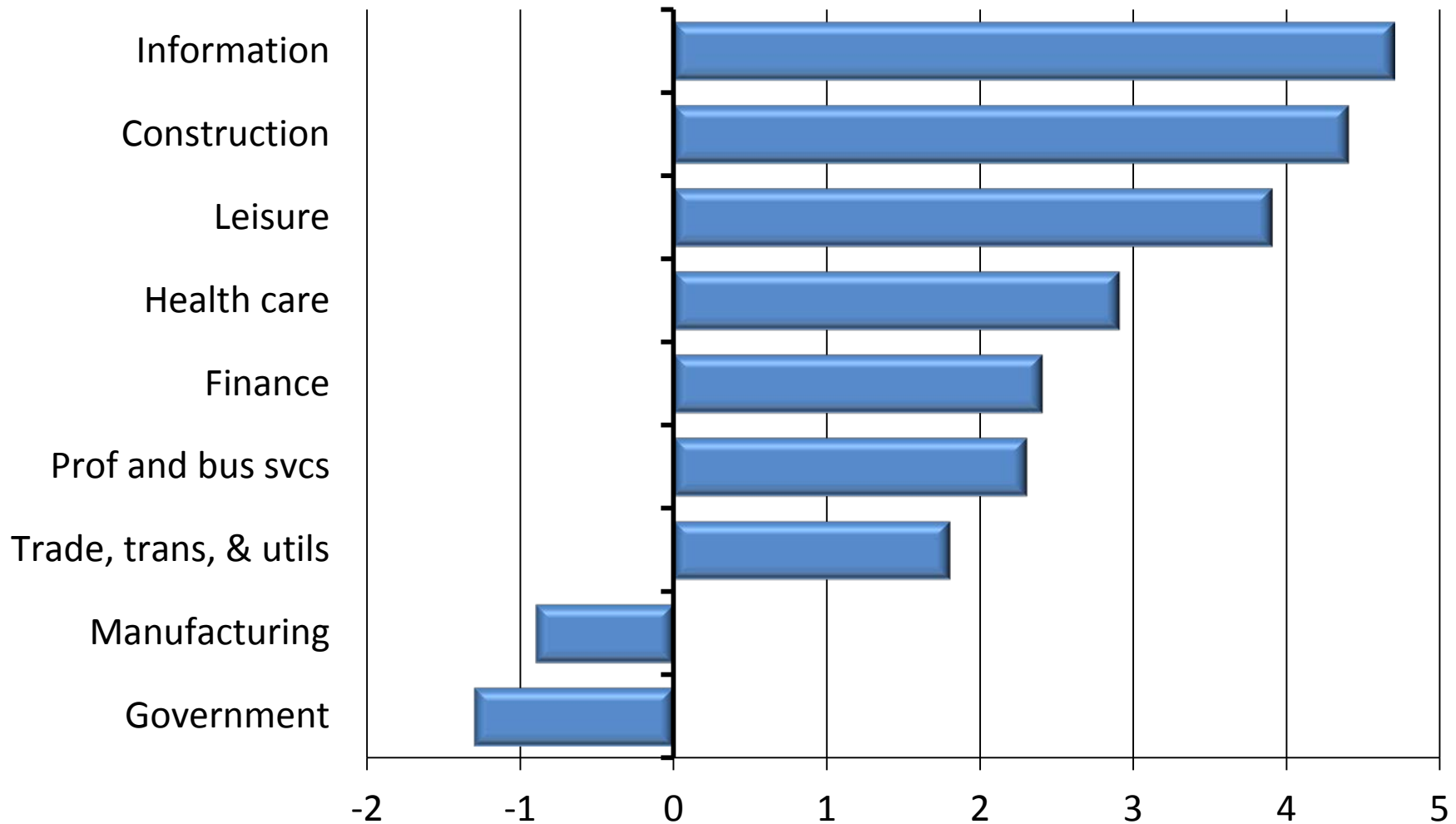
# California's Job Growth Overtakes the Nation's

Nonfarm employment, percent change over prior year



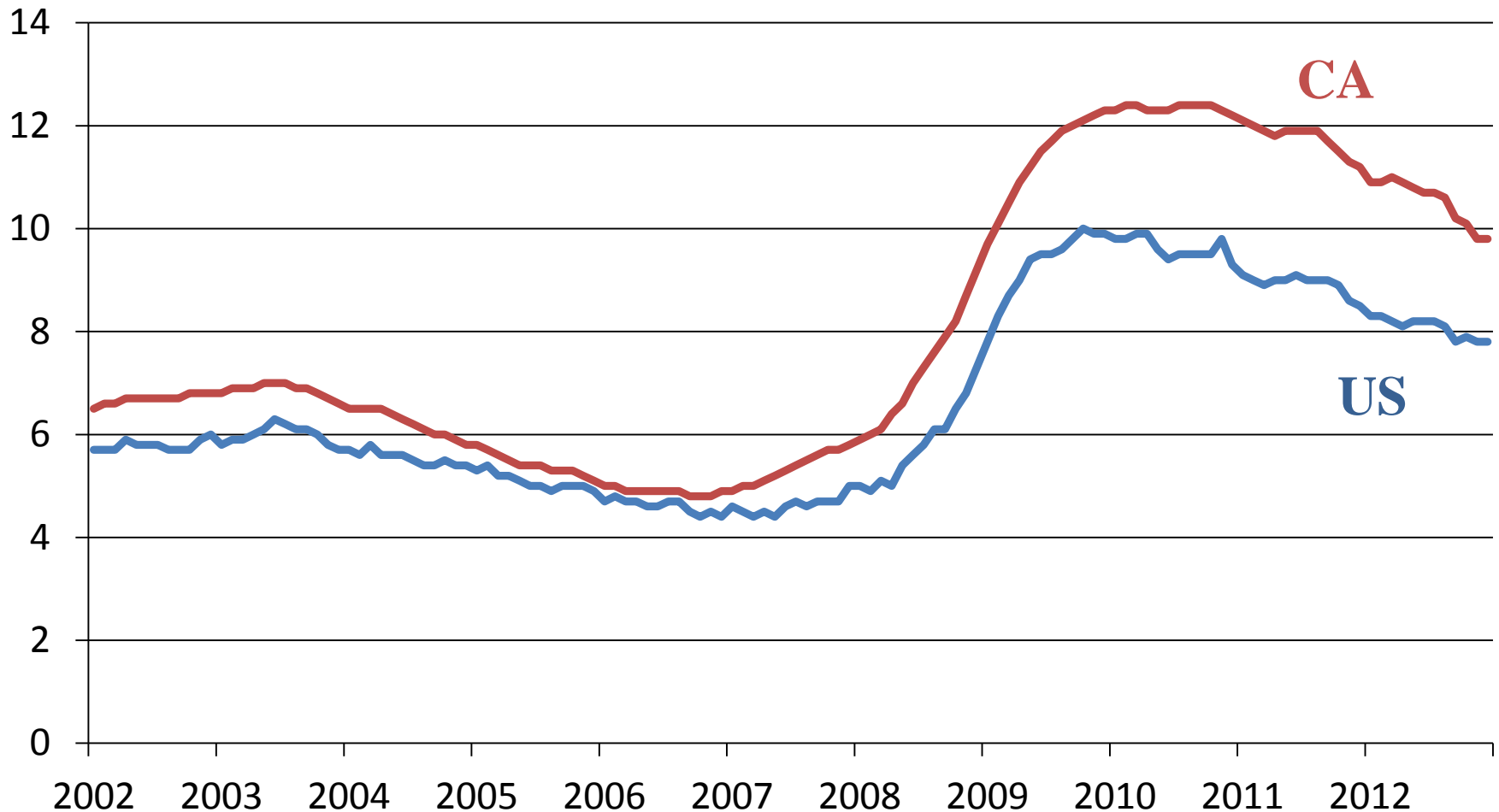
# Most California Sectors Add Jobs

## Percent change over prior year, December 2012



# California's Jobless Rate Falls

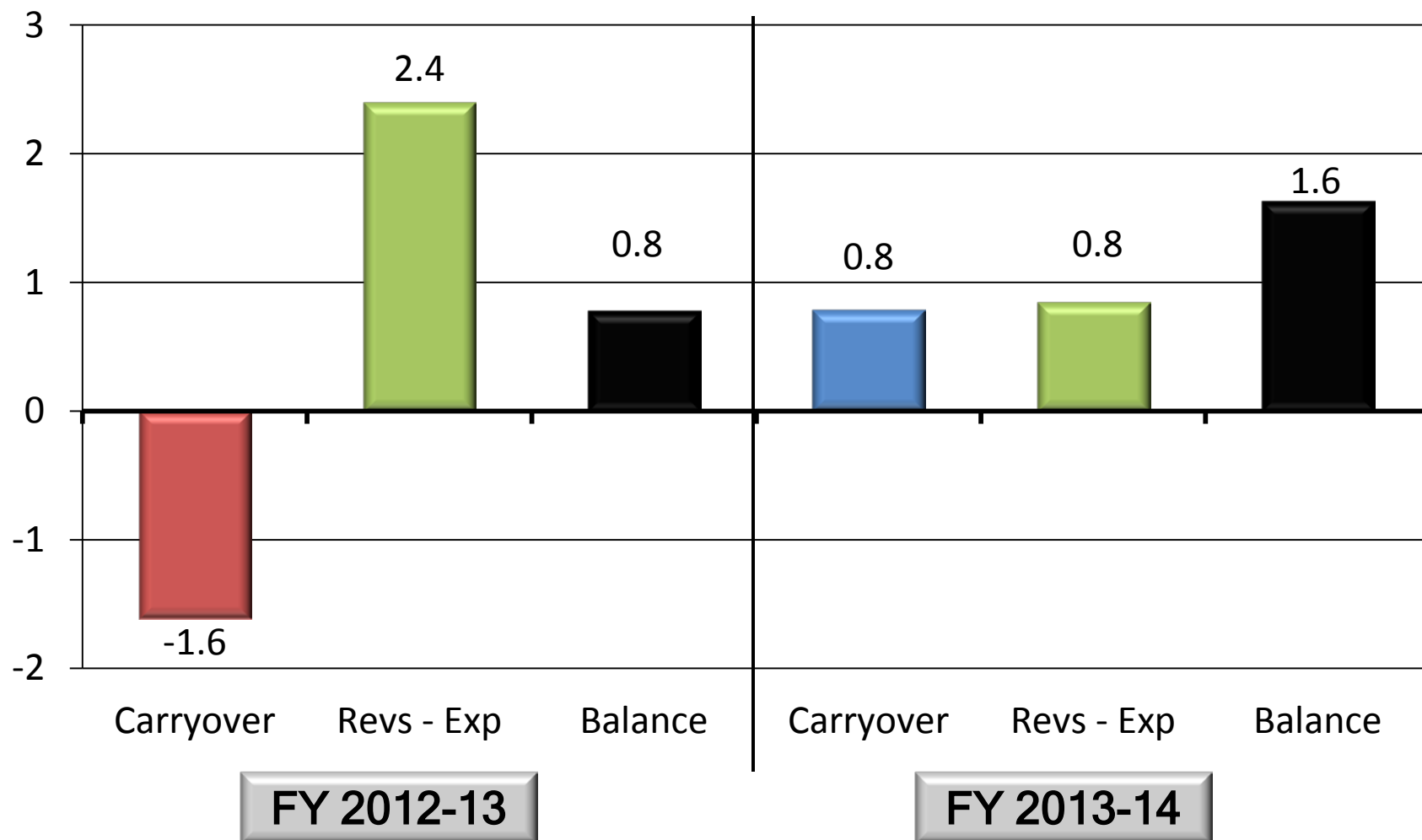
Percent, seasonally adjusted



Source: CA Employment Development Dept.; FBEI

# State Budget Picture Improves

## Billions of dollars





# California 2013

## **Drivers**

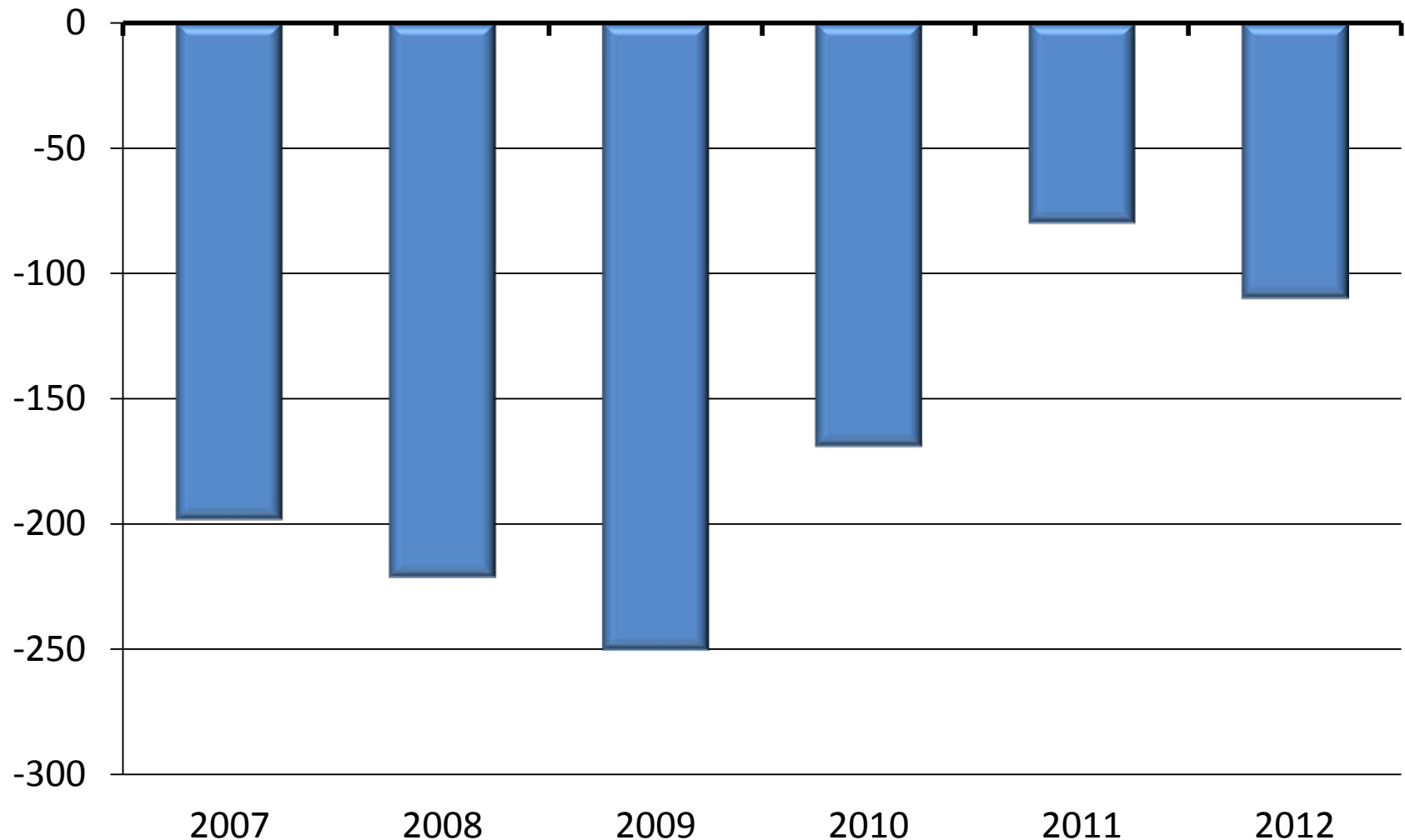
- Housing
- Technology
- Tourism
- Trade
- Agriculture

## **Constraints**

- Public spending
- Taxes
- Regulation
- Health care costs
- K-12 education

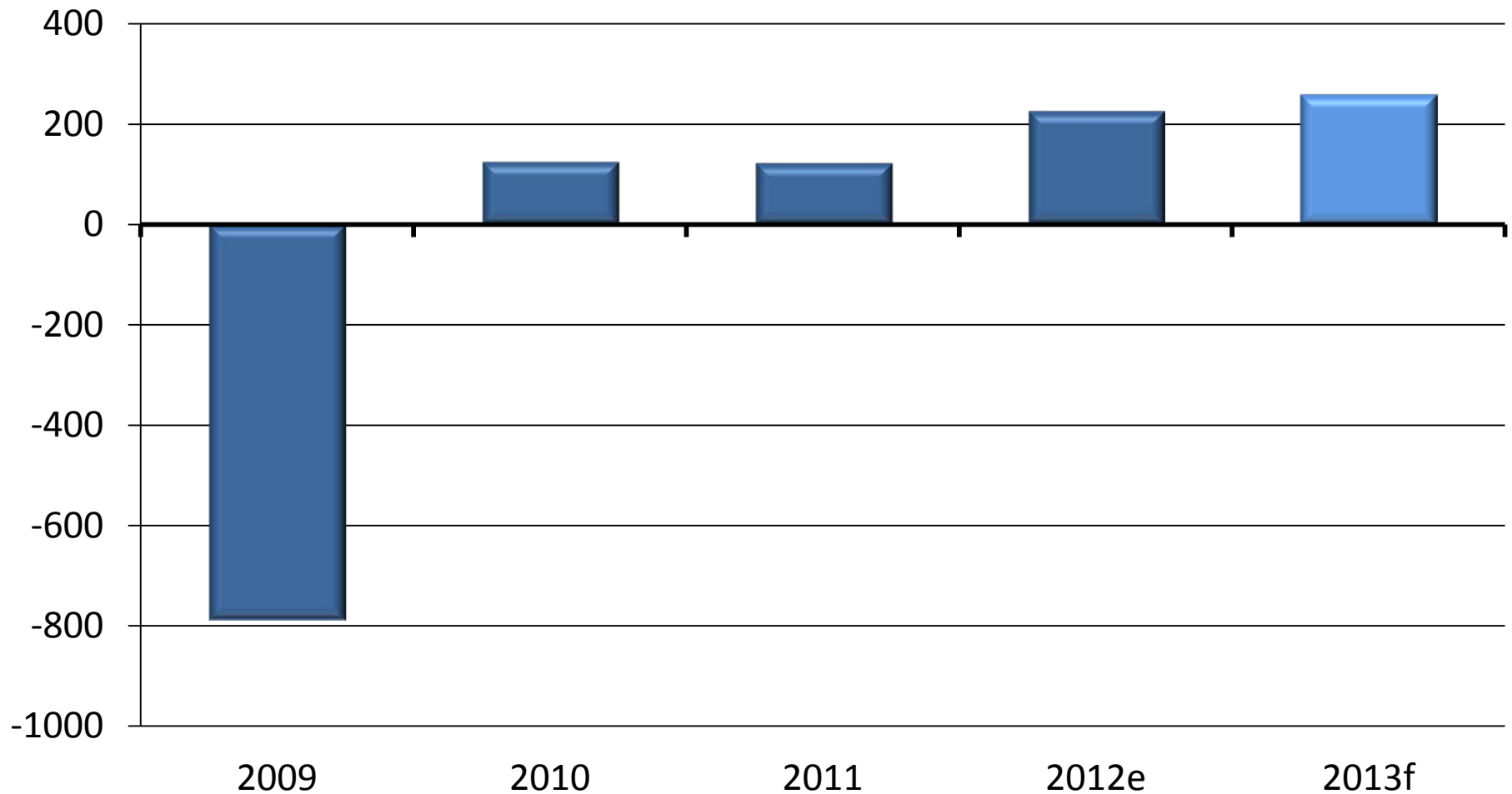
# Domestic Out-Migration Continues

Years ending July 1, thousands



# California to See More Hiring

December, change over prior year, thousands



# Summary/Conclusions

- California continues to recover
- Job gains broad-based
- State's fiscal position strengthens
- Risks: sequestration, budget shortfalls, "tipping point"

# Action Steps

- Prepare budget contingencies
- Refinance business and personal loans
- Align employee incentives and goals
- Innovate out of comfort zone
- Be a mentor

# 2013 Economic Outlook

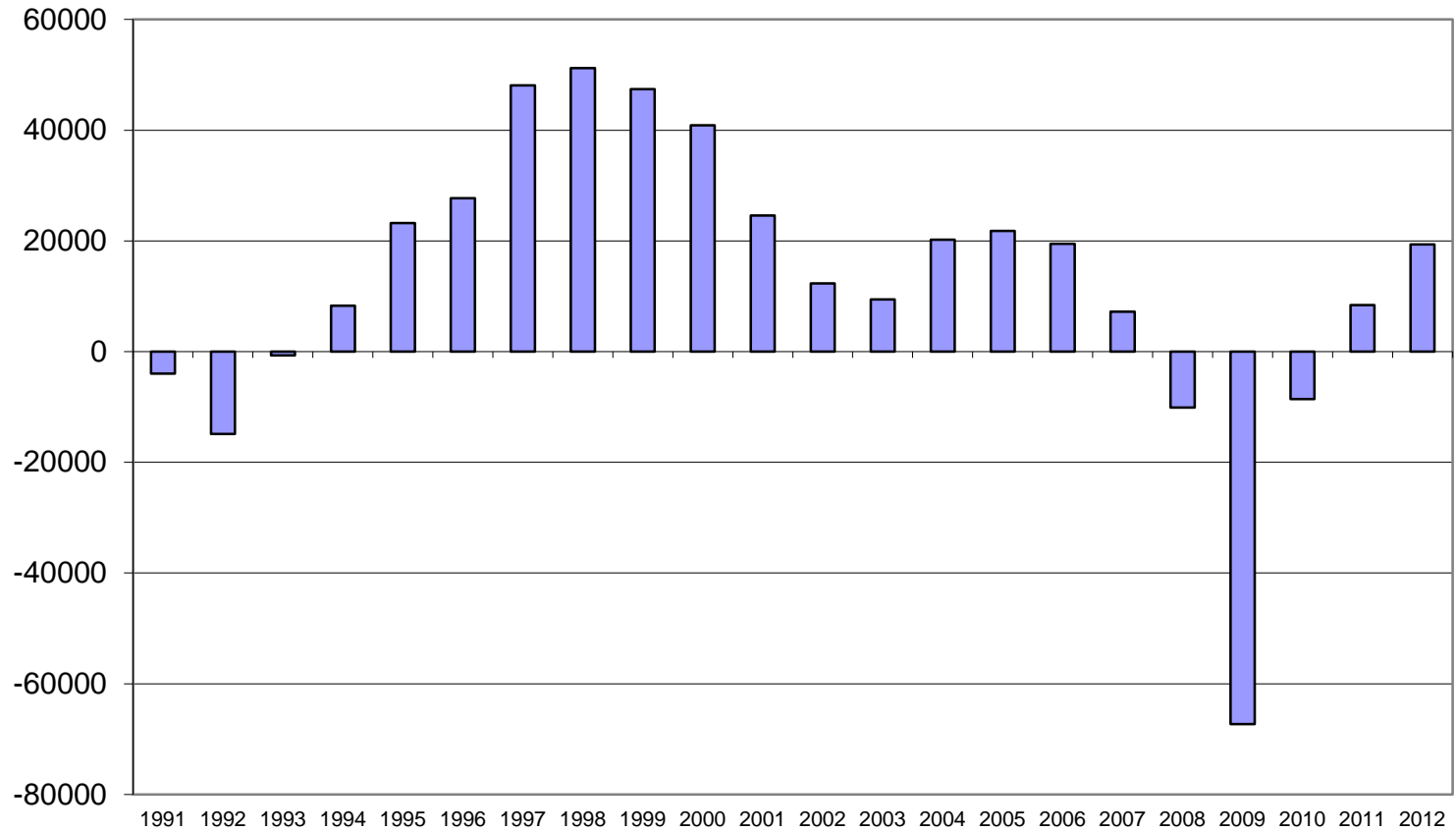


Alan Gin

Associate Professor of Economics

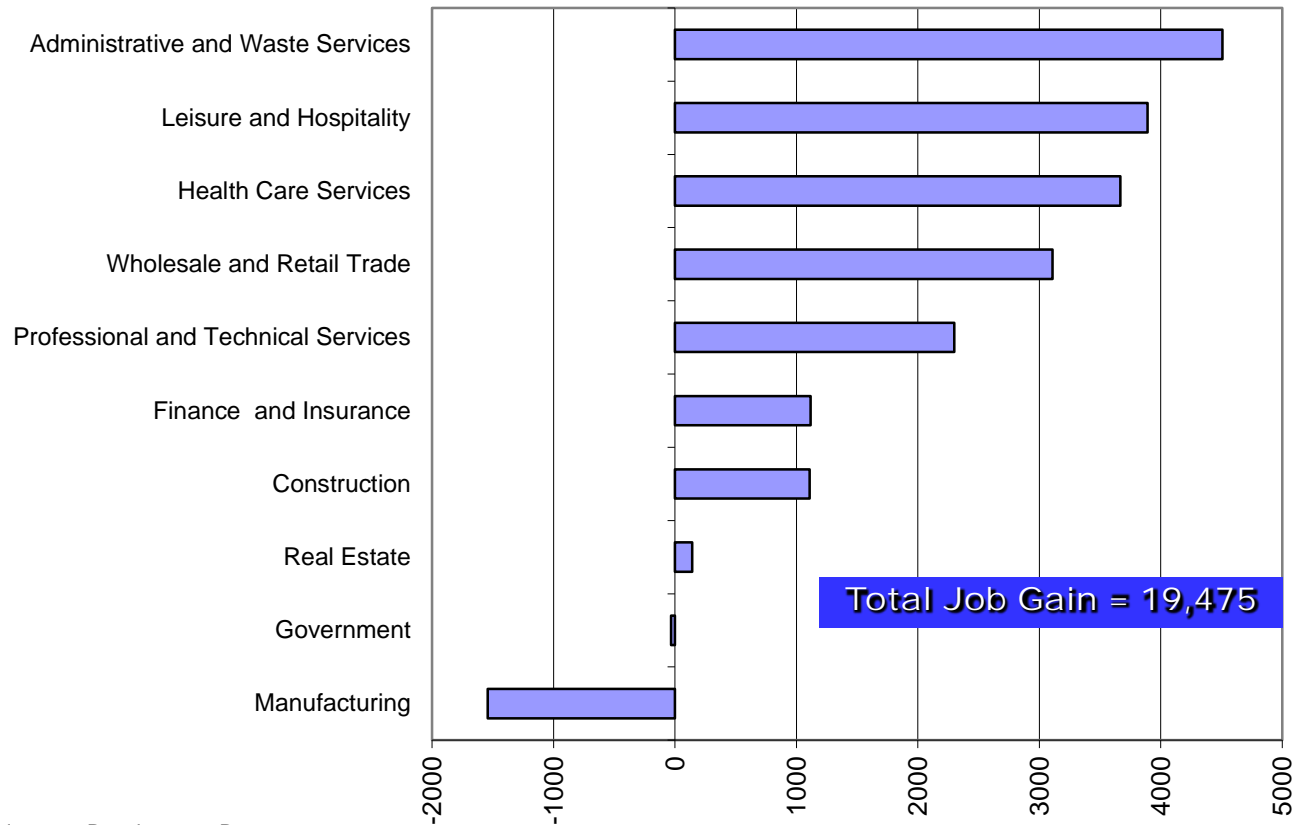
Burnham-Moores Center for Real Estate

## Employment Growth San Diego County (1991 - Present)



Source: Employment Development Department

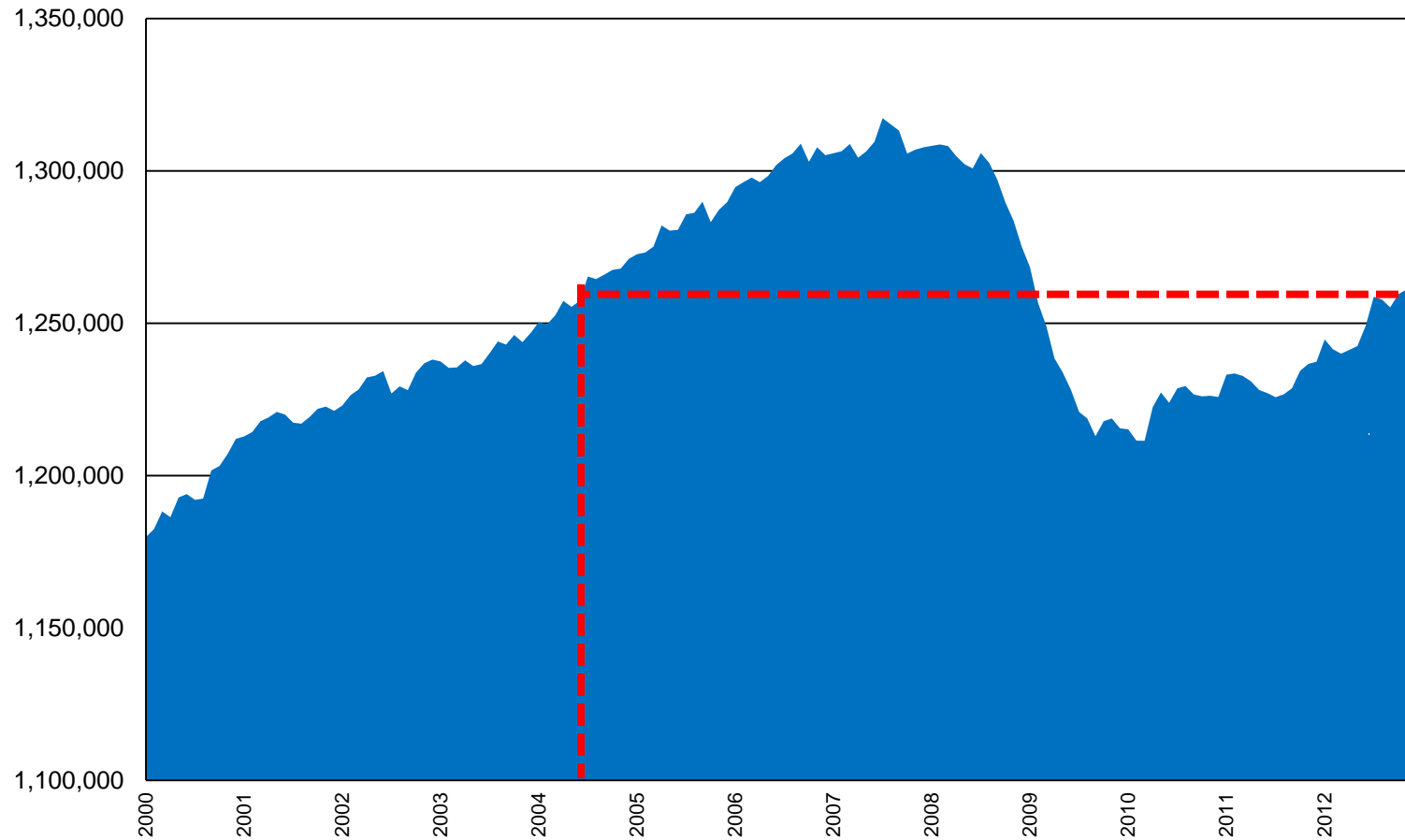
## Employment Changes, By Sector 2012 vs. 2011



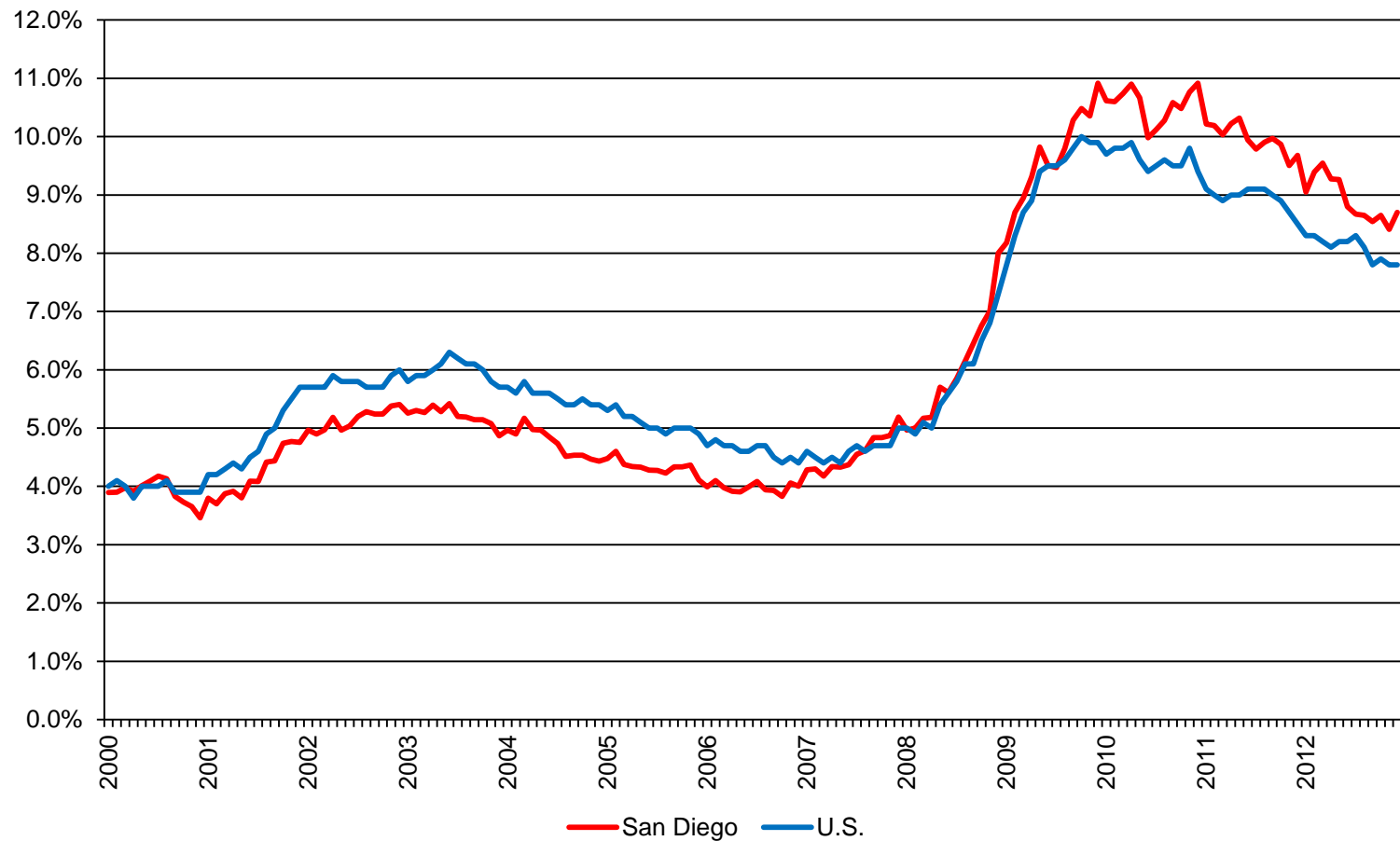
Source: Employment Development Department



## Seasonally Adjusted Employment San Diego County (2000 - Present)



## Unemployment Rate San Diego, U.S.



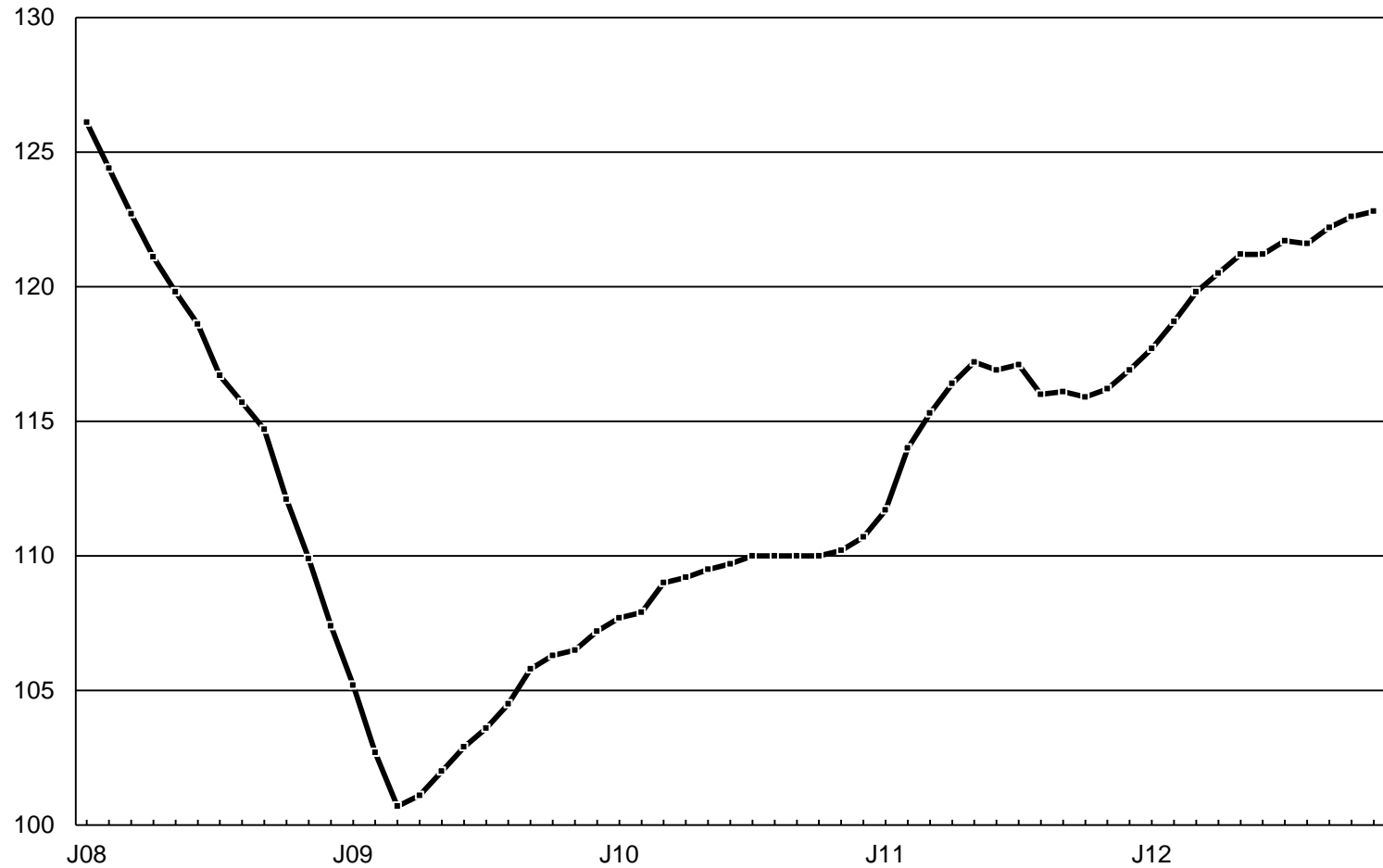
# USD Index of Leading Economic Indicators for San Diego County

- Designed to lead local economy
- Components:
  - Residential units authorized by building permits
  - Local stock prices
  - Initial claims for unemployment insurance
  - Online help wanted advertising
  - Local consumer confidence
  - National Index of Leading Economic Indicators
- Short-term forecasting tool – 6-12 month outlook

# November 2012

Index	+0.1%
Residential units authorized by building permits	-0.68%
Initial claims for unemployment insurance	+1.26%
Local stock prices	-0.22%
Consumer confidence	+0.59%
Online help wanted advertising	+0.25%
National Index of Leading Economic Indicators	-0.41%

## Index of Leading Economic Indicators San Diego County, 2008 - 2012



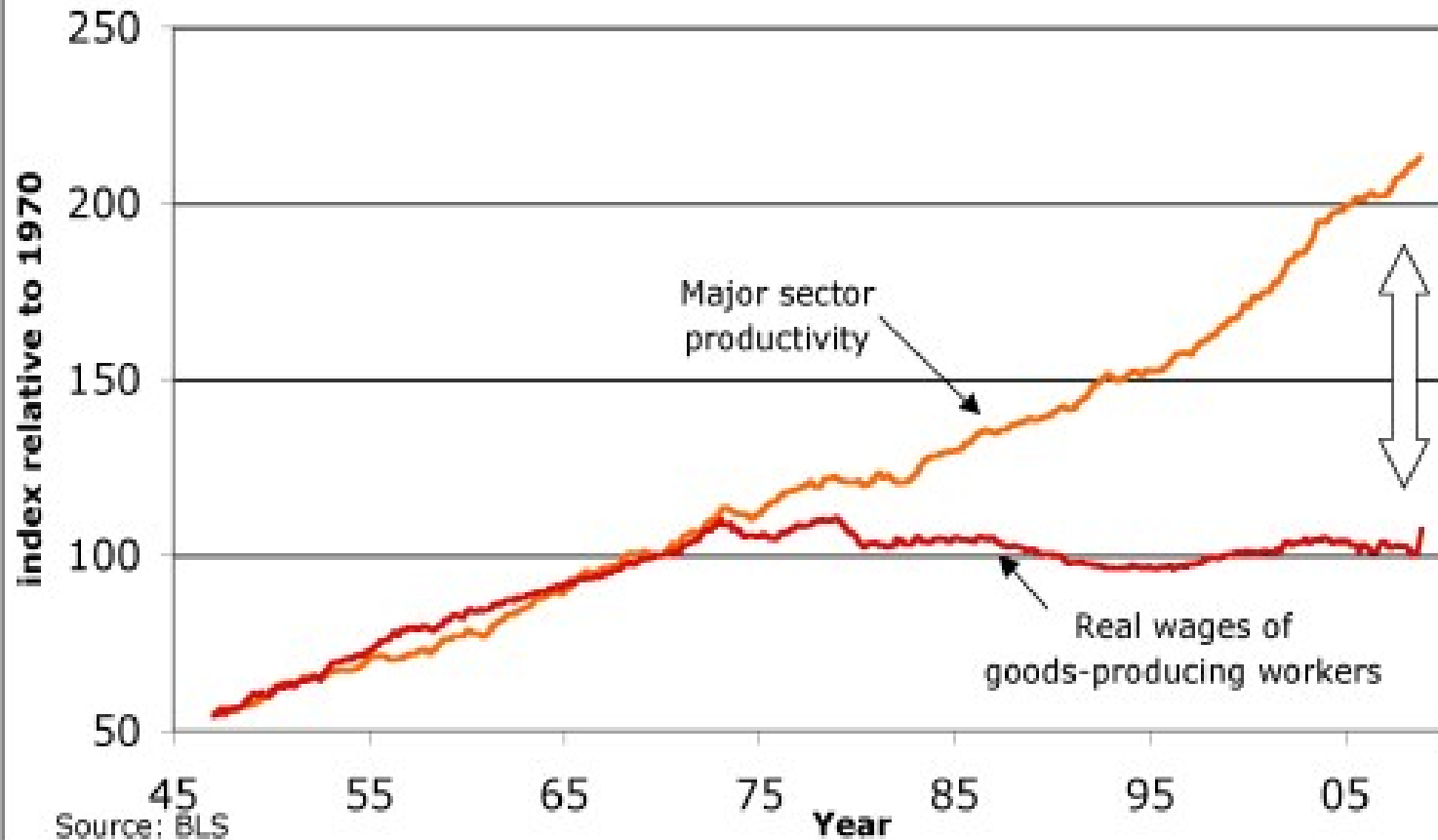
# 2013 Outlook

- Solid but not spectacular growth expected in year ahead
  - Local economy expected to outpace national economy
  - Job growth of 25,000+ in 2013
  - Unemployment rate to fall to the 8 percent range
  - Job growth in health care, administrative and support services, professional and technical services, leisure and hospitality, and construction
  - Housing market good in 2012, even better in 2013

# Potential Problems

- Problems with the national and international economies
- Fiscal difficulties at both the state and national levels
  - “Fiscal cliff” partially dealt with, but fight over debt ceiling could cause havoc in the financial markets
- Loss of good paying jobs leading to greater income inequality

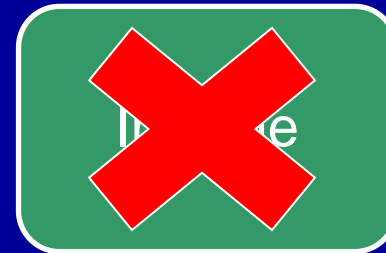
## Productivity and average real earnings





Employment

Investment  
and Hiring



Consumer  
Spending



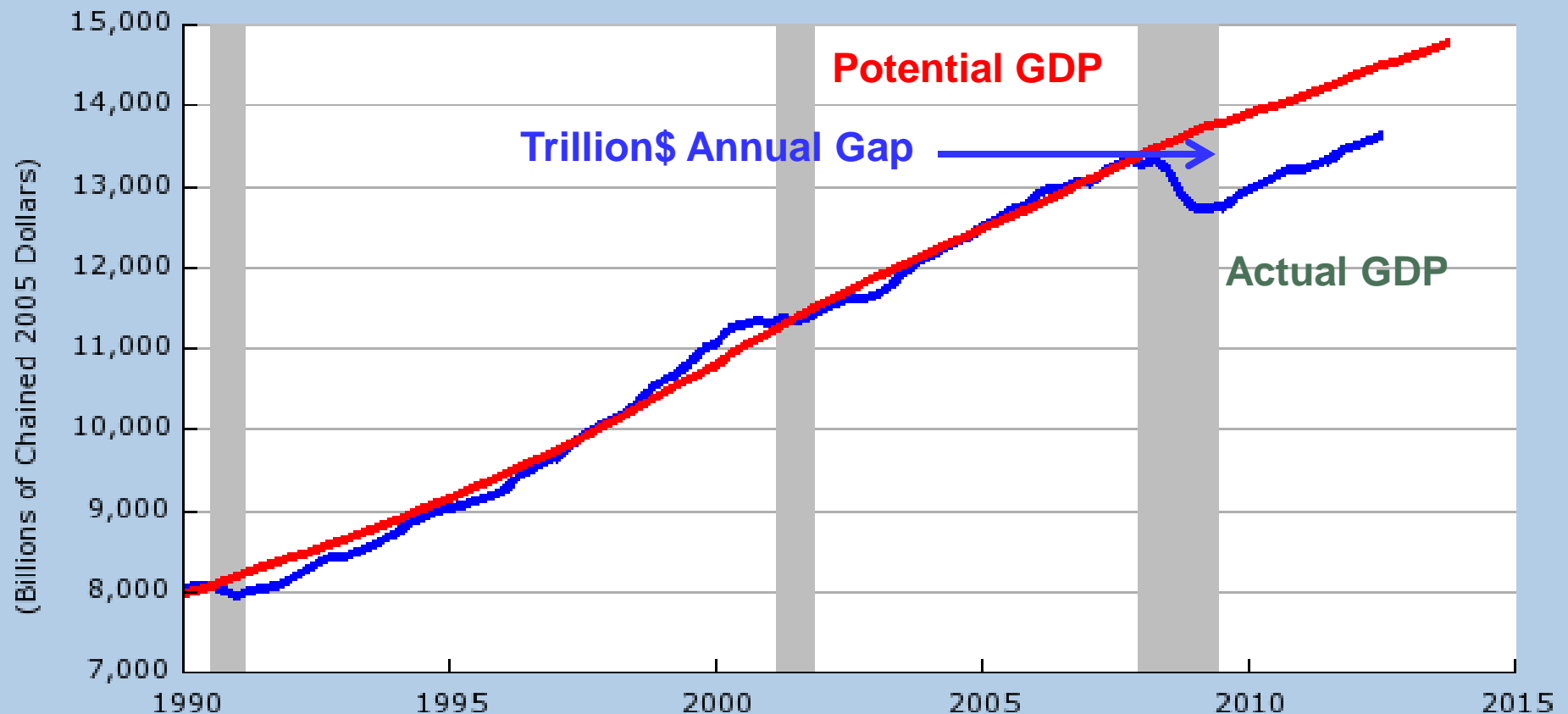
# **2013 San Diego Economic Outlook**

**29<sup>th</sup> Annual Economic Roundtable**  
**Marney Cox**  
**Chief Economist**  
**San Diego Association of Governments**  
**January 25, 2013**

# US The Problem...

## Slow Economic Growth

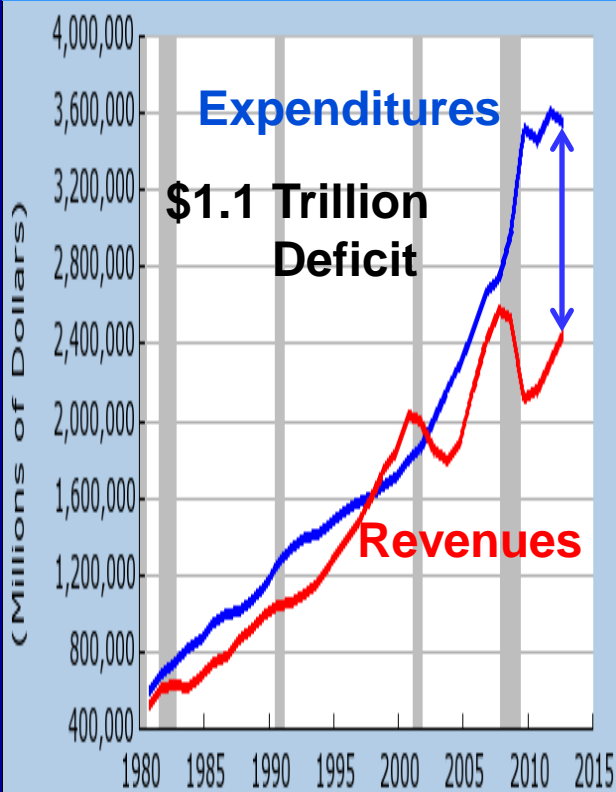
### Gross Domestic Product



# US Solutions...

## Fiscal & Monetary Policy

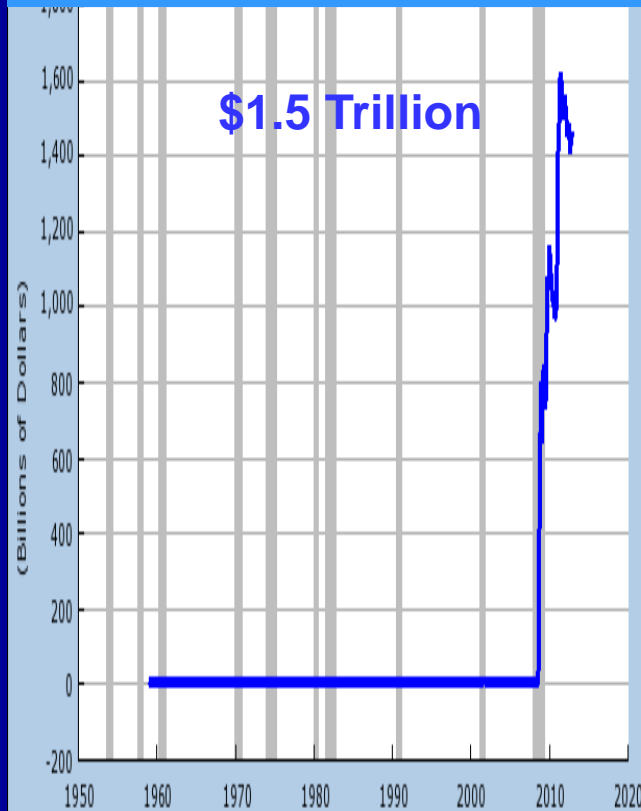
Federal Government Revenue & Expenditures



1980-2012

FYONET  
FYFR

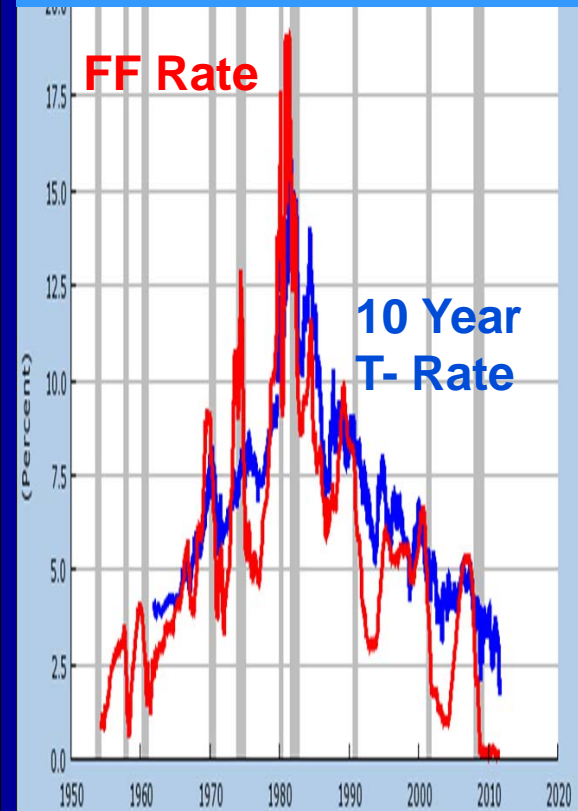
Excess Bank Reserves  
Loanable Funds



1960-2012

FRED

10 Yr. Treasury  
& FF Rate



1960-2012

FRED

DGS10  
FEDFUNDS

# US Results...

## Below Trend Performance

### Jobs Gap-Trend VS Actual



### Income Gap-Trend VS Actual



Then...

“It’s the Economy, Stupid”

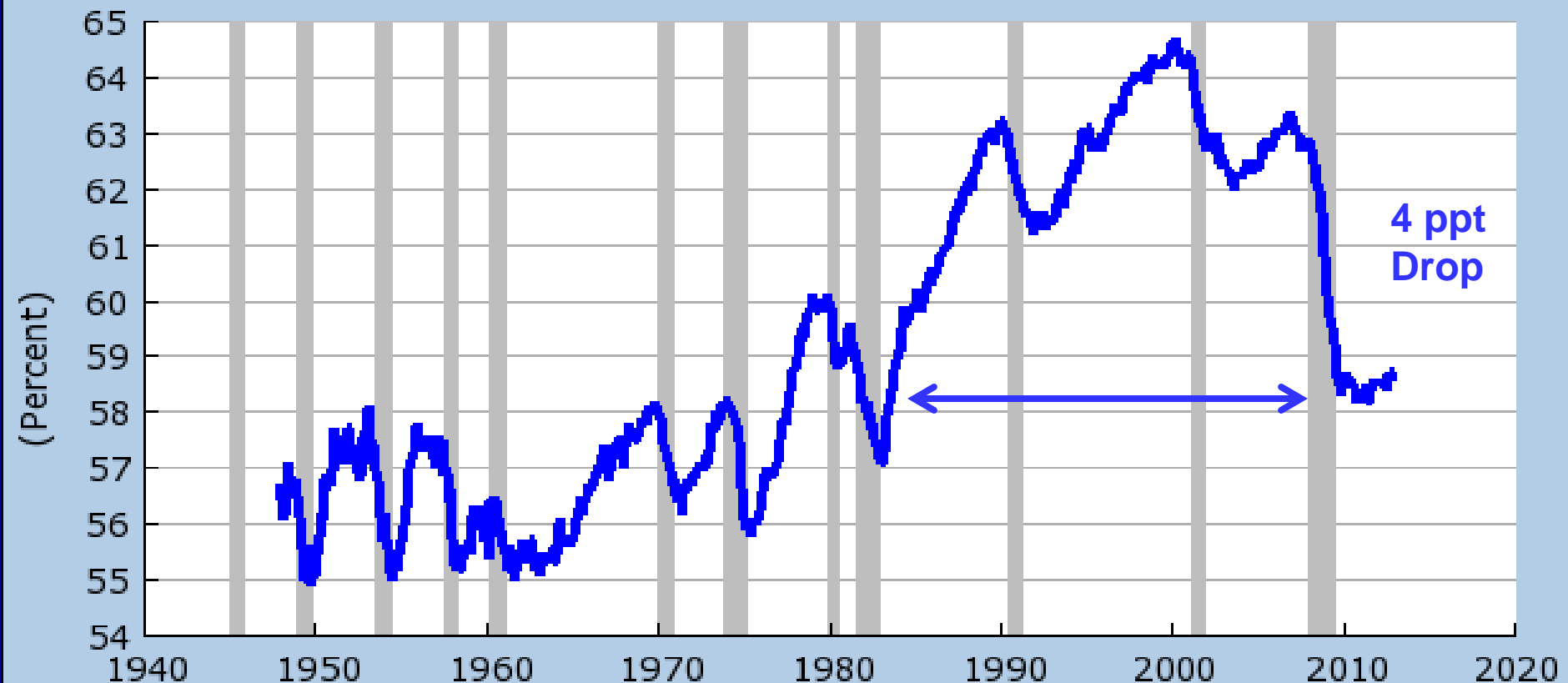
Now...

It’s the Labor Market...

A decorative graphic in the bottom-left corner consisting of three blue dots of increasing size, connected by three thin, curved blue lines that sweep upwards and to the right.

# US Employment-Population Ratio

42% of Adult Population not Employed



1950 - 2012

# Labor Force Challenges

STRUCTURAL-skill mismatches

INCENTIVES-social program expansions

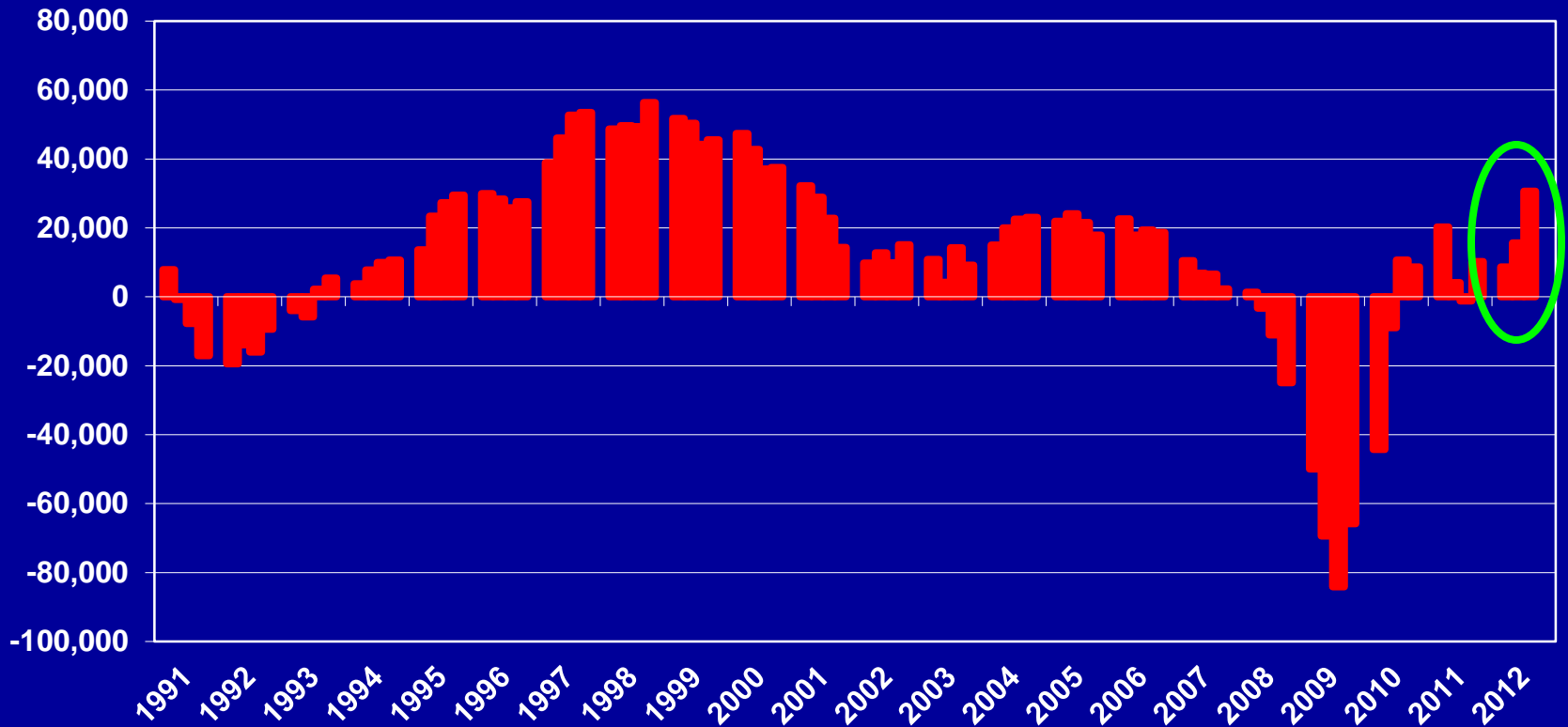




# Outlook for San Diego

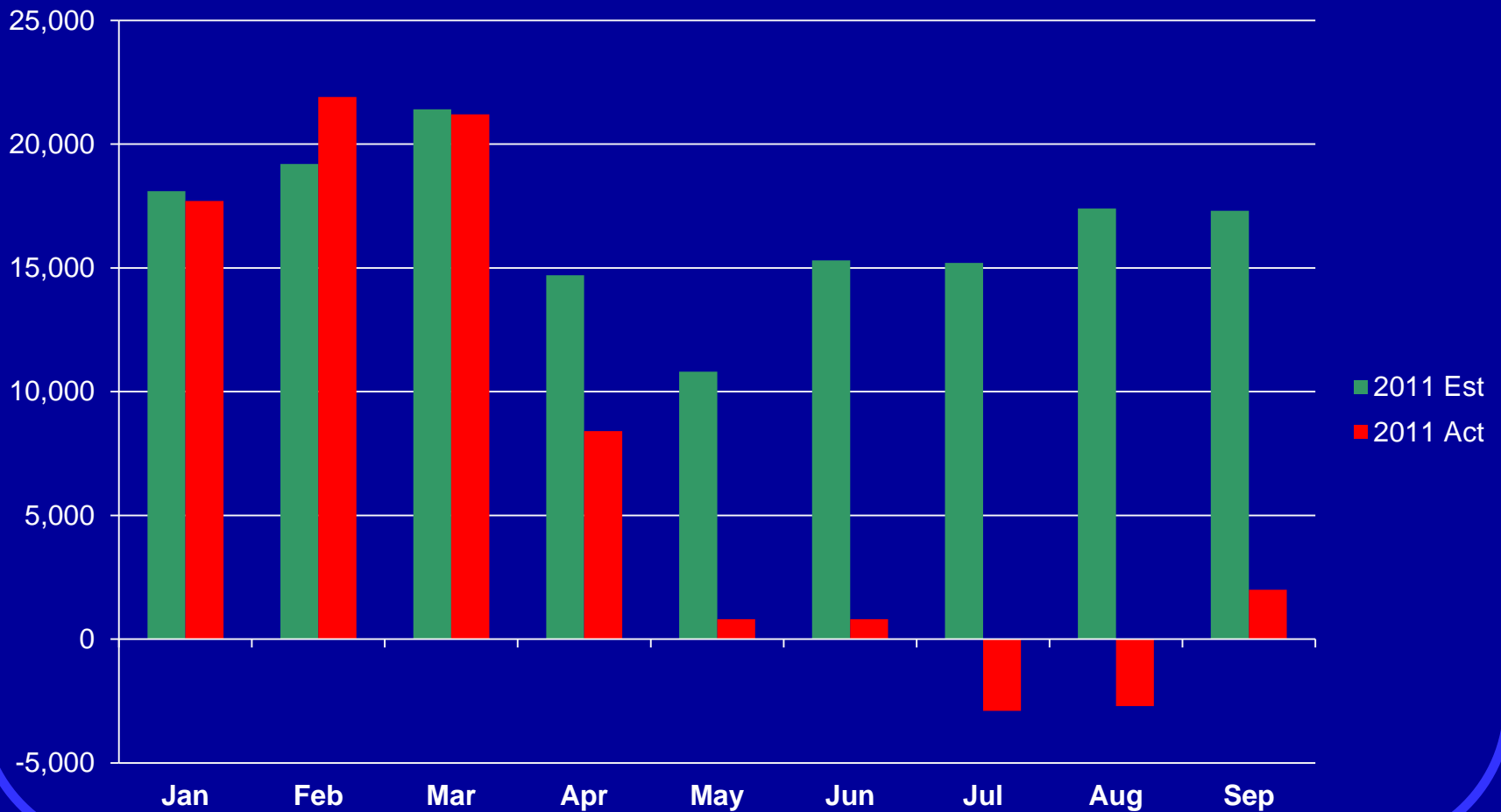
# SD Payroll Jobs

Change Y-O-Y by Quarter 1991-2012



# SD 2011 Jobs Actual vs Estimate

(EDD Non-Agricultural Employment)



# SD Job Change 2007-2011

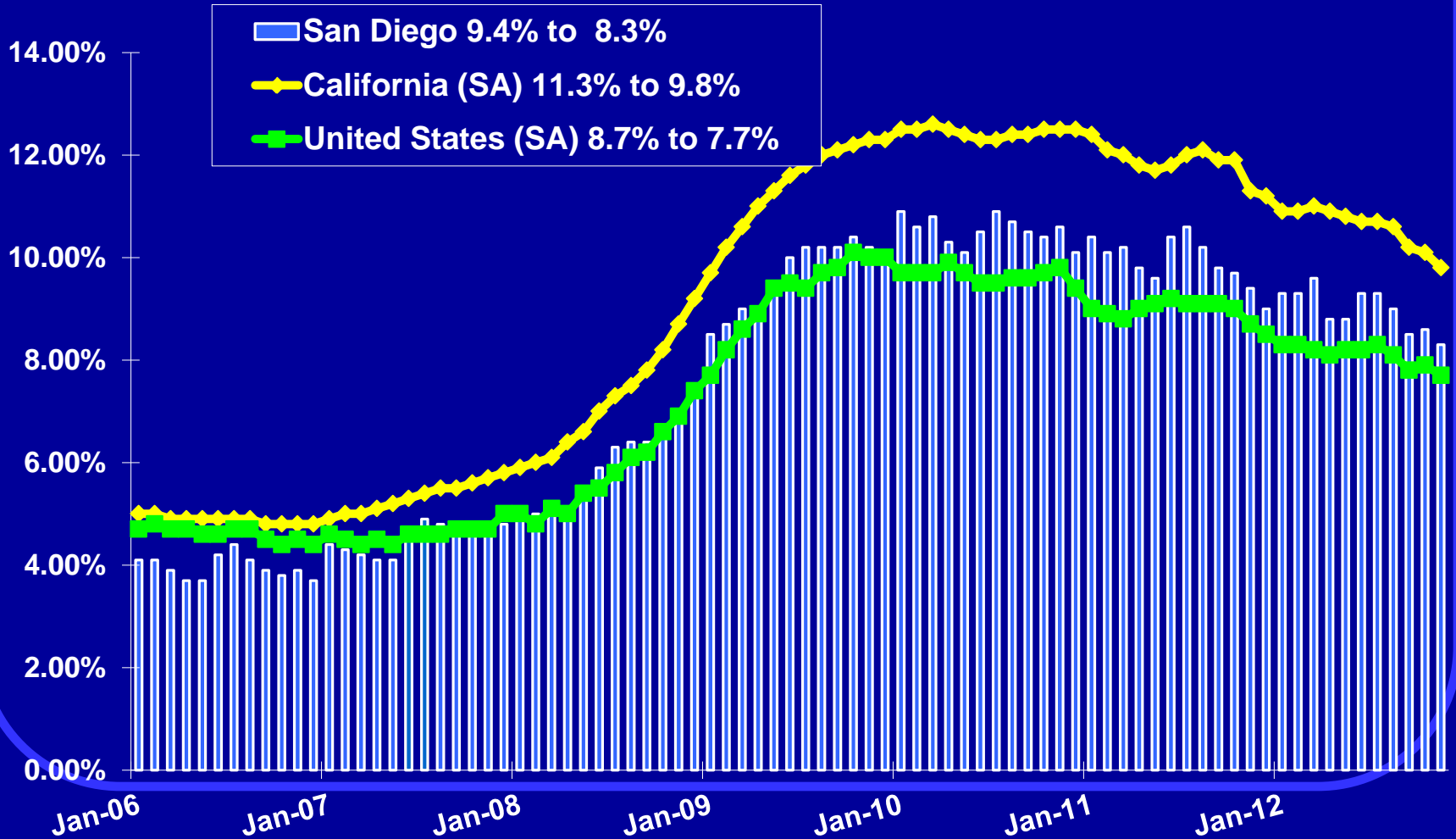
## Industries

Construction  
Manufacturing  
Trade, Transportation & Utilities  
Information  
Financial Activities  
Professional & Business Services  
Educational & Health Services  
Leisure & Hospitality  
Other Services  
Government



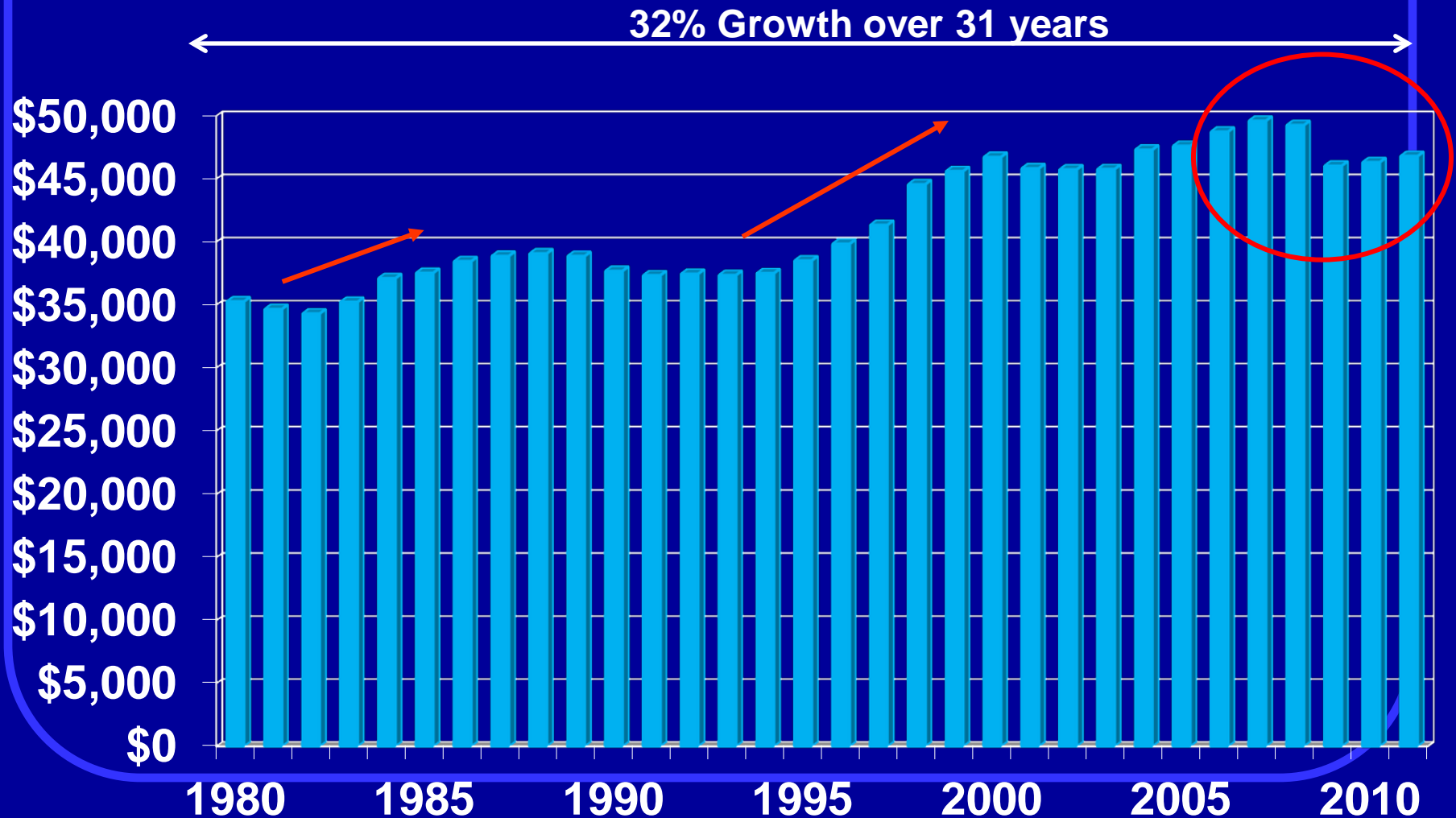
# Monthly Unemployment Rates

November 2011 to 2012 (YOY)



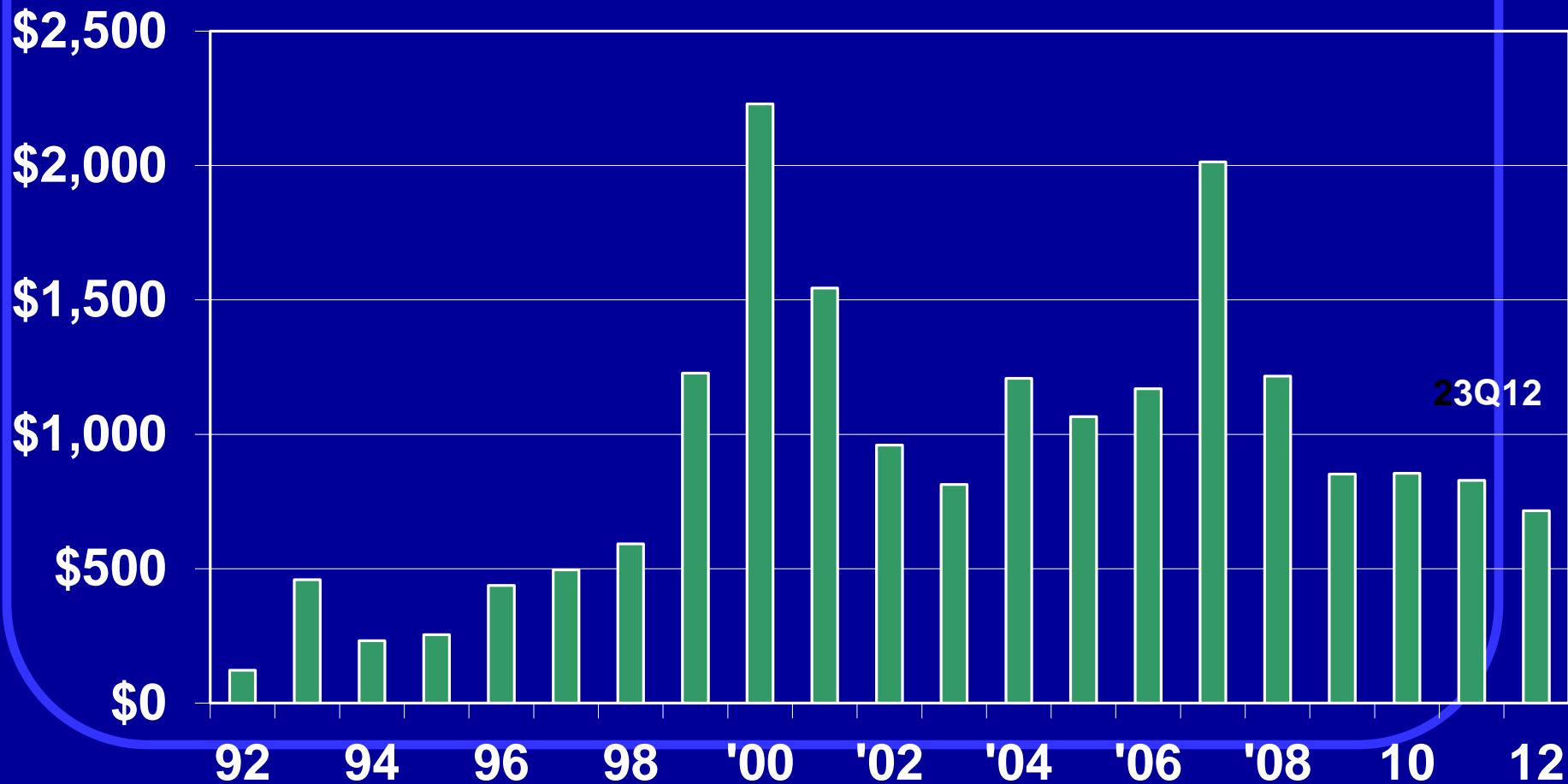
# SD Per Capita Income

Real 2011\$, 1980 – 2011



# SD Venture Capital Funds

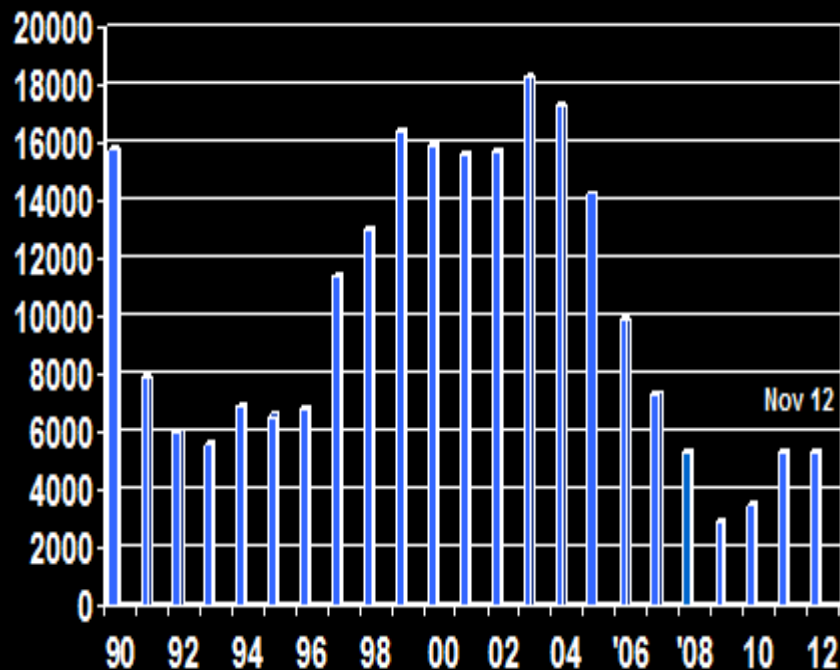
Resources for High Tech Jobs, M\$ per Year



# SD Housing Permits & Prices

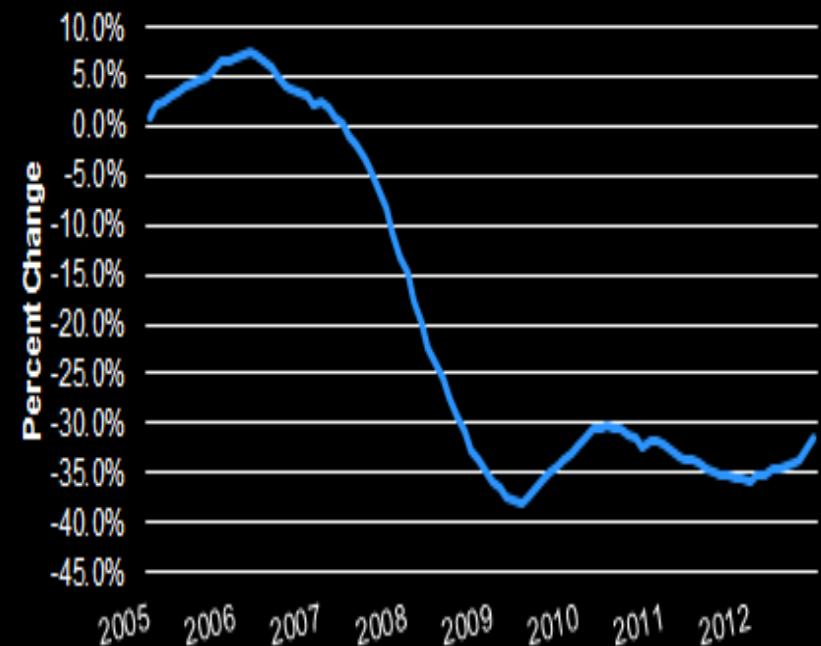
## SD Residential Permits

Annual, 1990 – 2012



## SD Home Prices

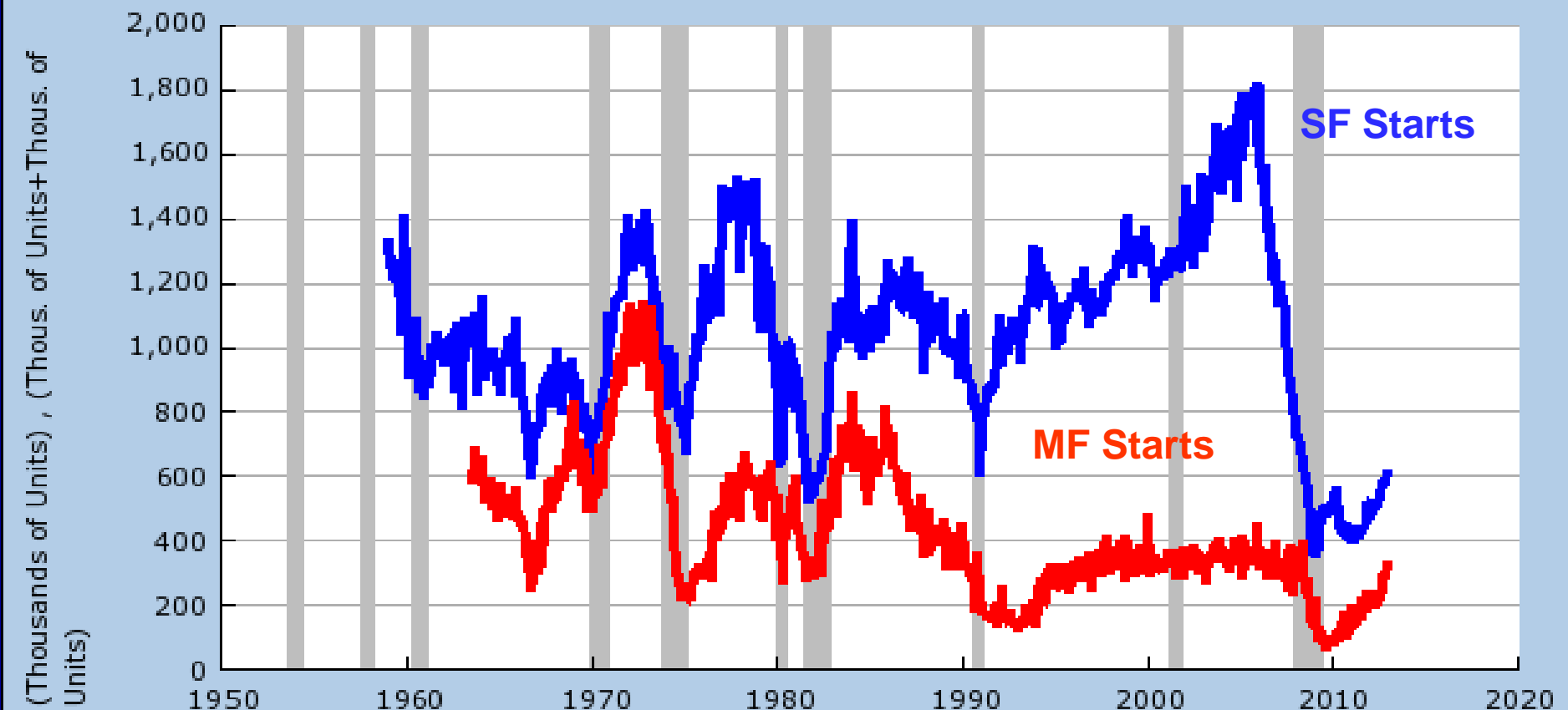
Cumulative Change in Home Prices 2005-2012





# US Housing Starts-Gaining Mo

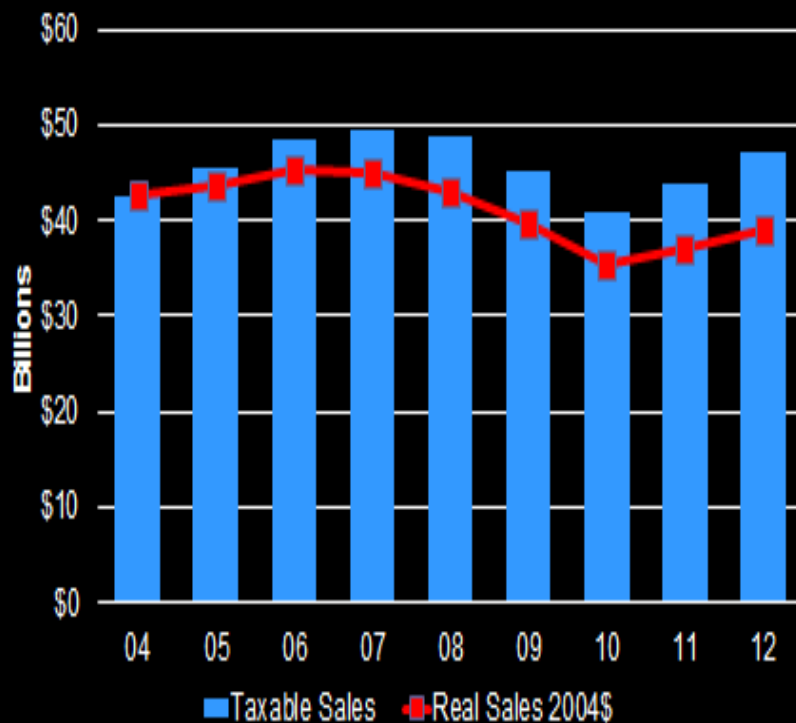
Privately Owned Housing Starts: 1-Unit Structures (HOUST1F)  
HOUST5F+HOUST2F



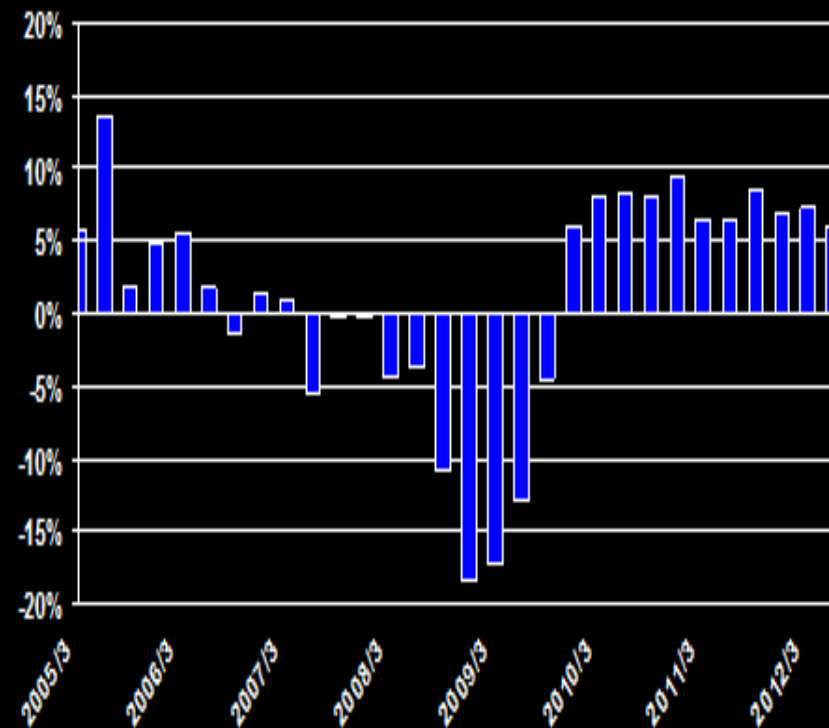
1960-2012

# SD Taxable Sales

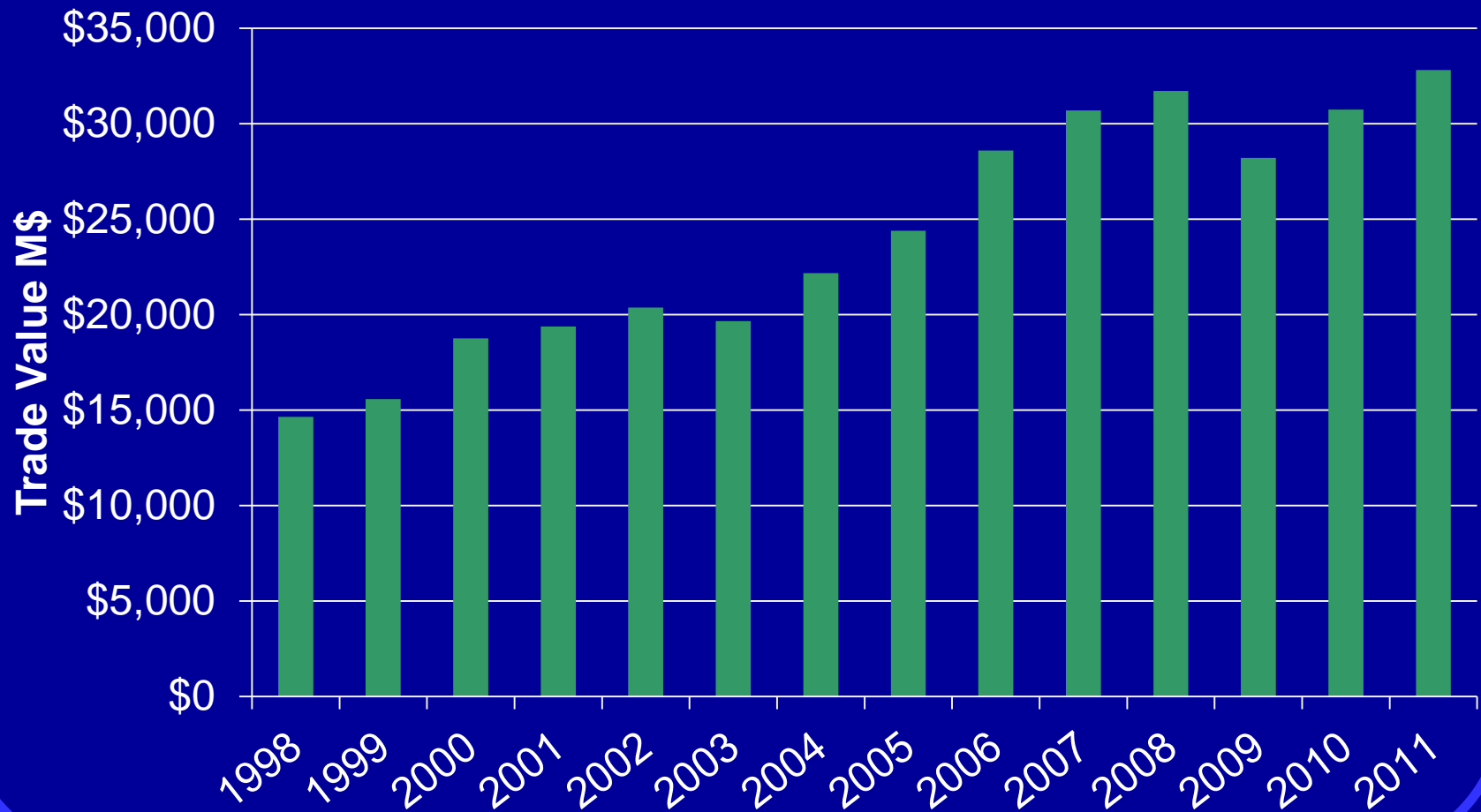
## Fiscal Years 2004-2012



## Y-O-Y Percent Change by Quarter

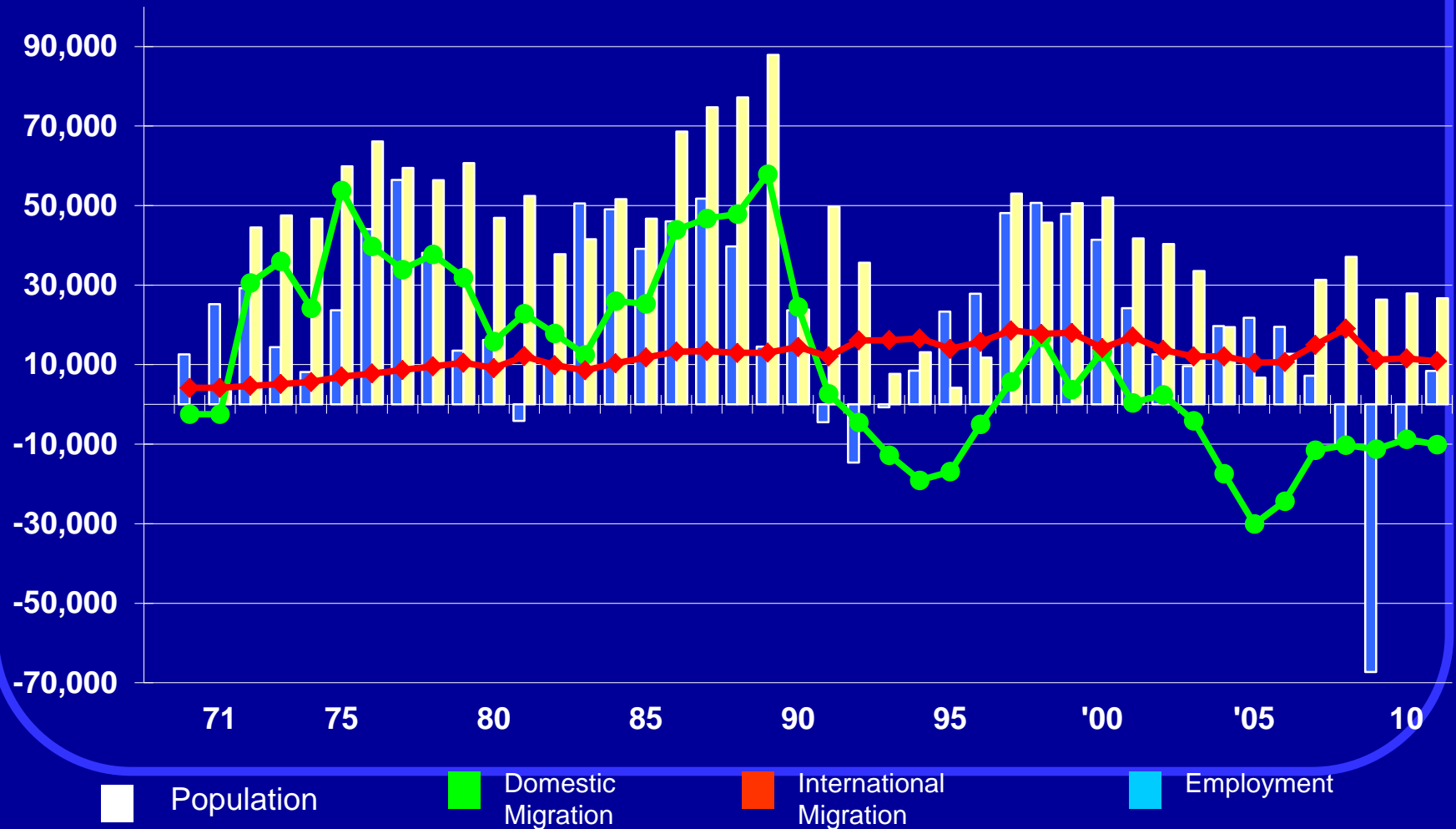


# Trade with Mexico thru Otay Mesa



# SD Population Growth-Slow & Changing

Annual Change Population, Dom & Intl Migration, Employment 1971-2011



# 2013 Outlook Summary

- **US**
  - Slow Growth, Below Trend
  - Problem is speed not direction
- **San Diego**
  - Job Growth 1%;
  - U-rate 7.5%
  - Home Price +5%;
  - Trade with Mexico +6%
  - Military cutbacks threaten SD

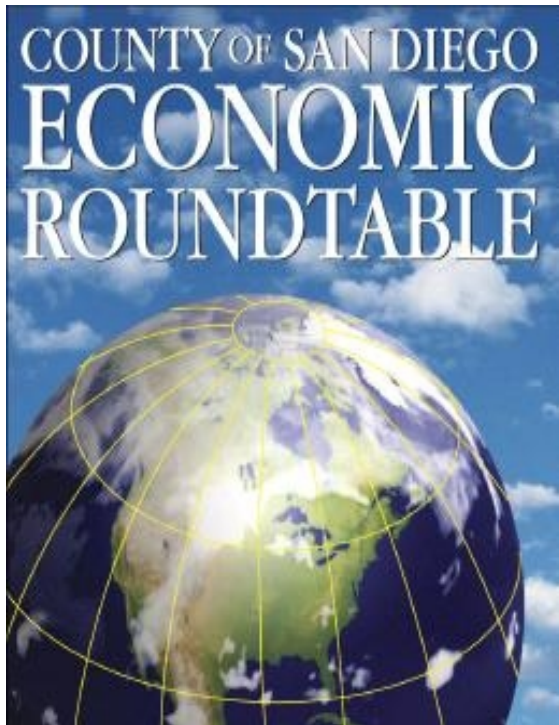




# **2013 San Diego Economic Outlook**

**29<sup>th</sup> Annual Economic Roundtable**  
**Marney Cox**  
**Chief Economist**  
**San Diego Association of Governments**  
**January 25, 2013**





# 15 Minute Break

For today's presentations, the County of San Diego Fact Sheet, other important information and resources, please visit:

<http://www.sdcounty.ca.gov/economicroundtable/>

Today's event will be replayed on the County Television Network. For dates, time, and channels, please visit:

<http://countynewscenter.com/video/schedule>

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# A Housing Overview



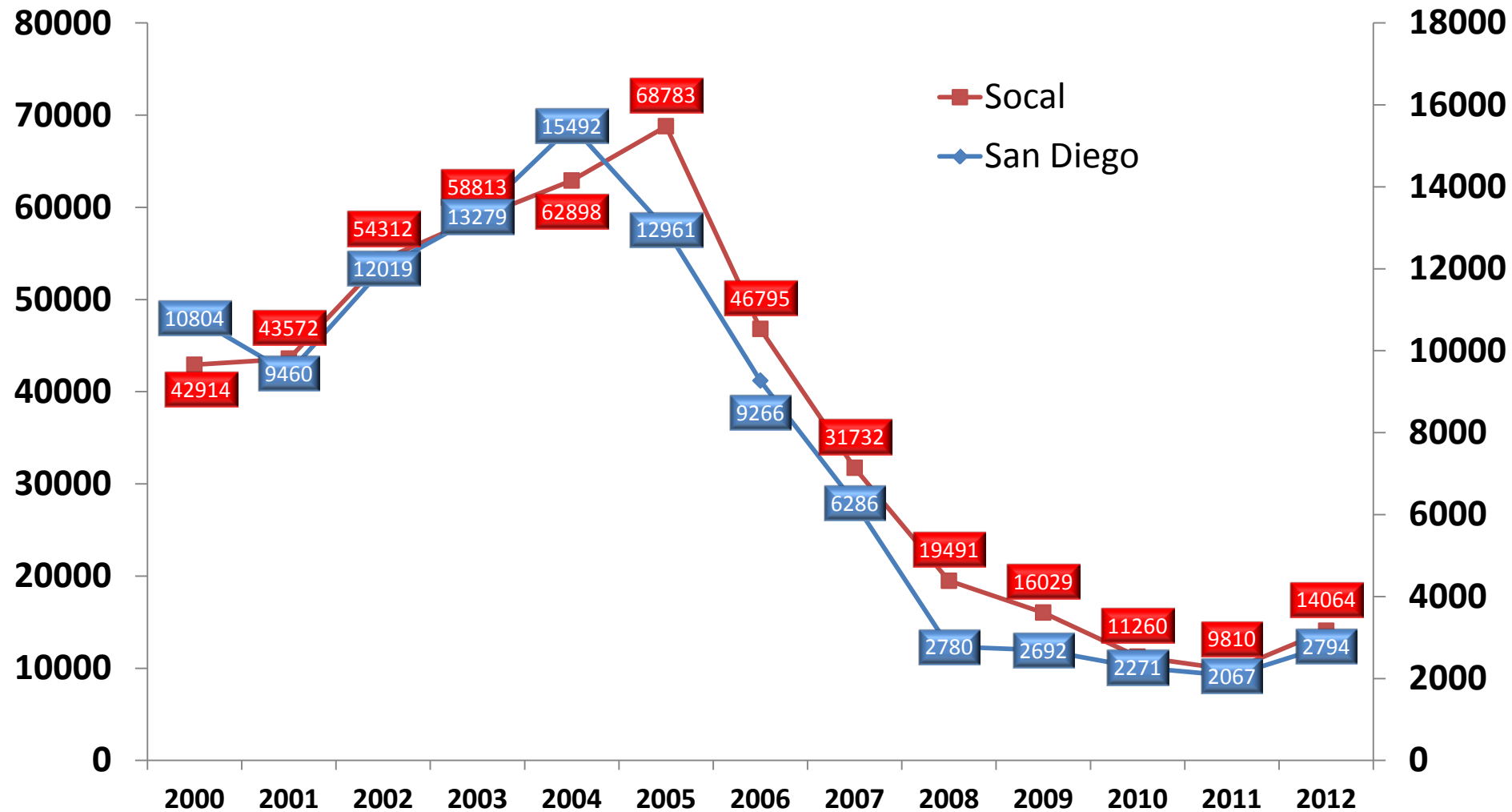
Presented by

Russ Valone | MarketPointe Realty Advisors

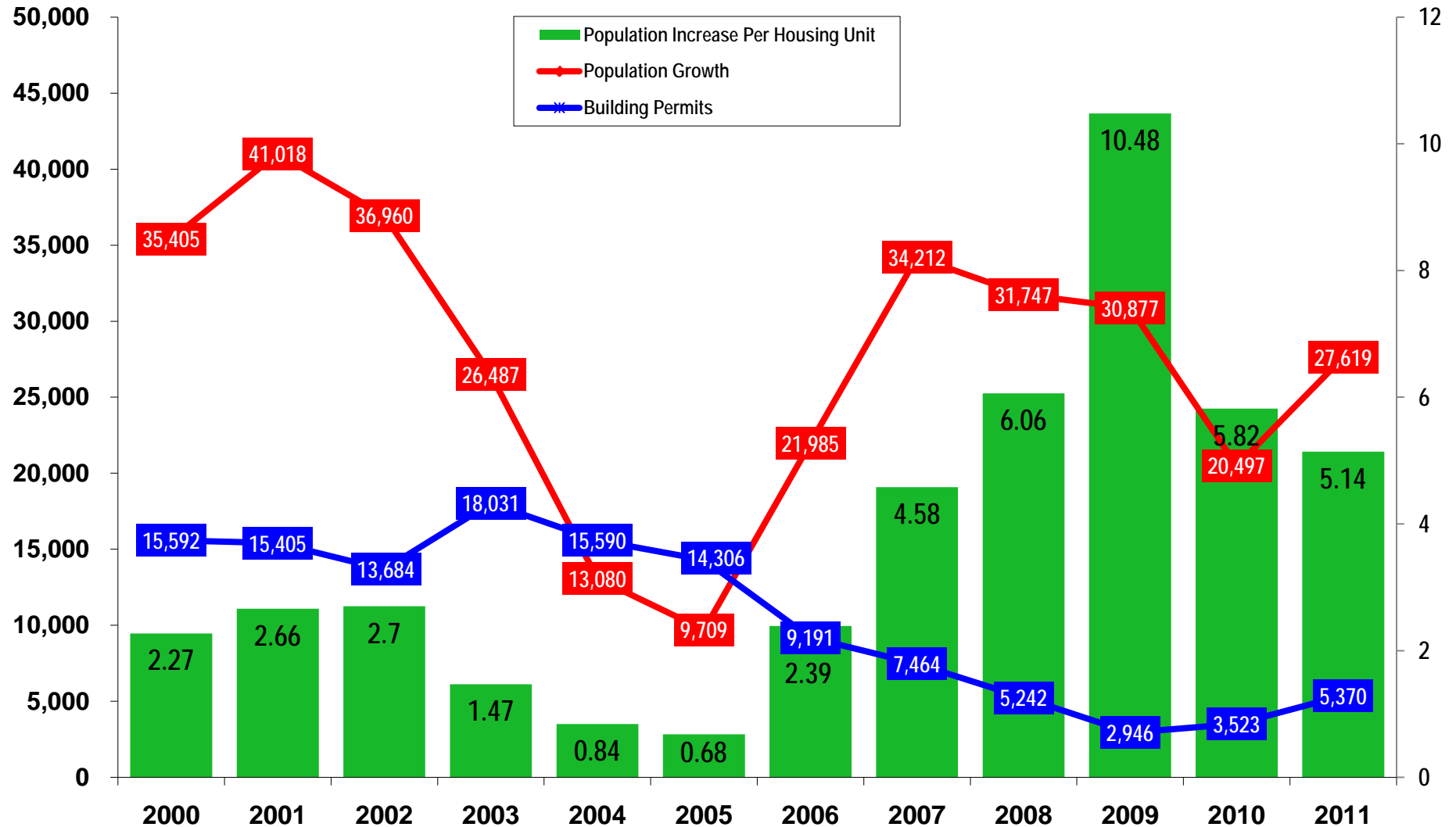
[www.marketpointe.com](http://www.marketpointe.com) | [RValone@marketpointe.com](mailto:RValone@marketpointe.com)



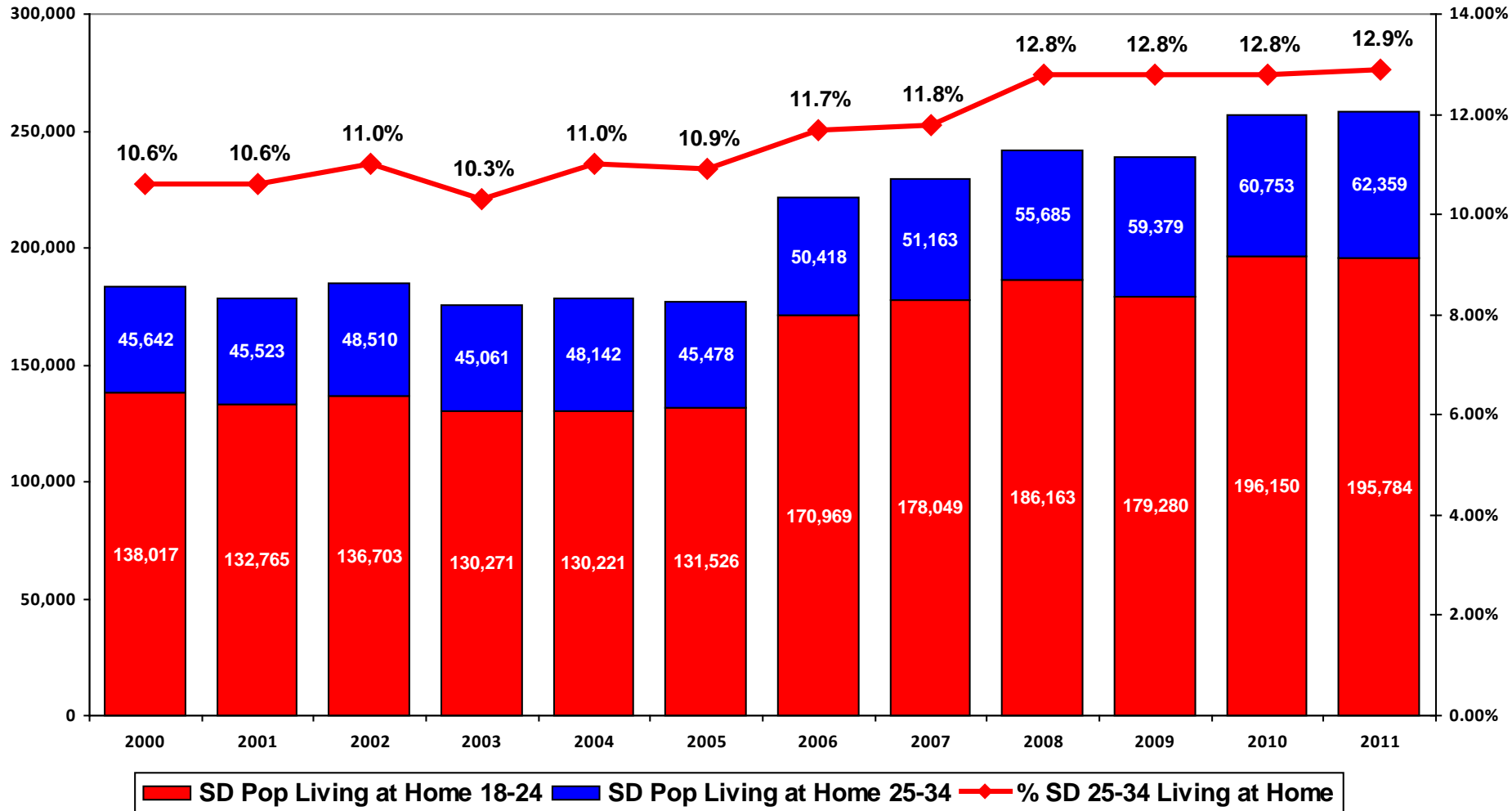
# New Home Sales Trends in San Diego and Throughout the Southland Resemble a Scary Black Diamond Ski Run



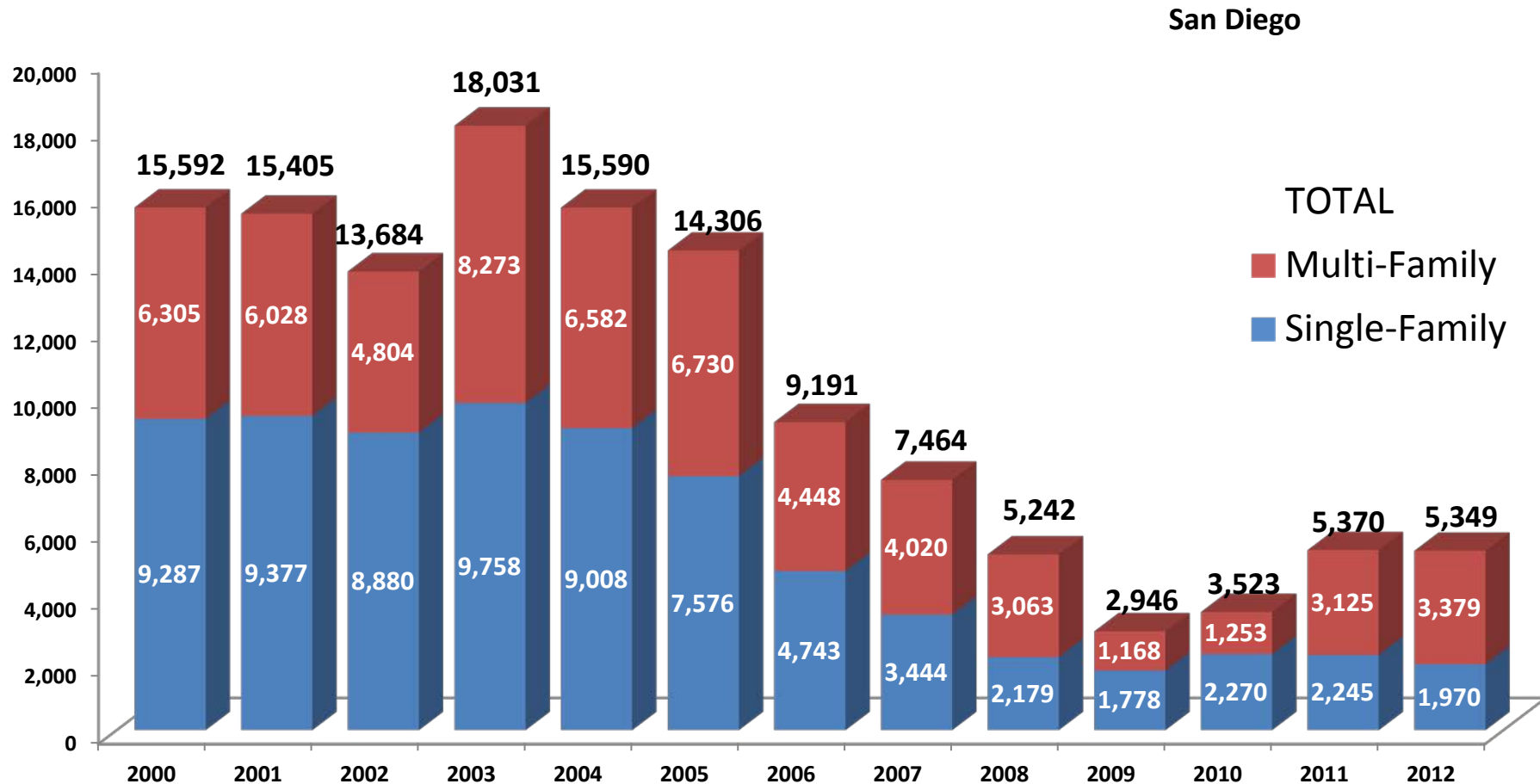
## Strong Population Growth Coupled With Low Housing Production Levels Potentially Signals Development of Future Housing Shortage in San Diego



# Tougher Economic Times Have Increased the Percentage of Echo Boomers Living at Home With Their Parents; Statewide They Total 2.8 Million, of Which 258,143 Live in San Diego County



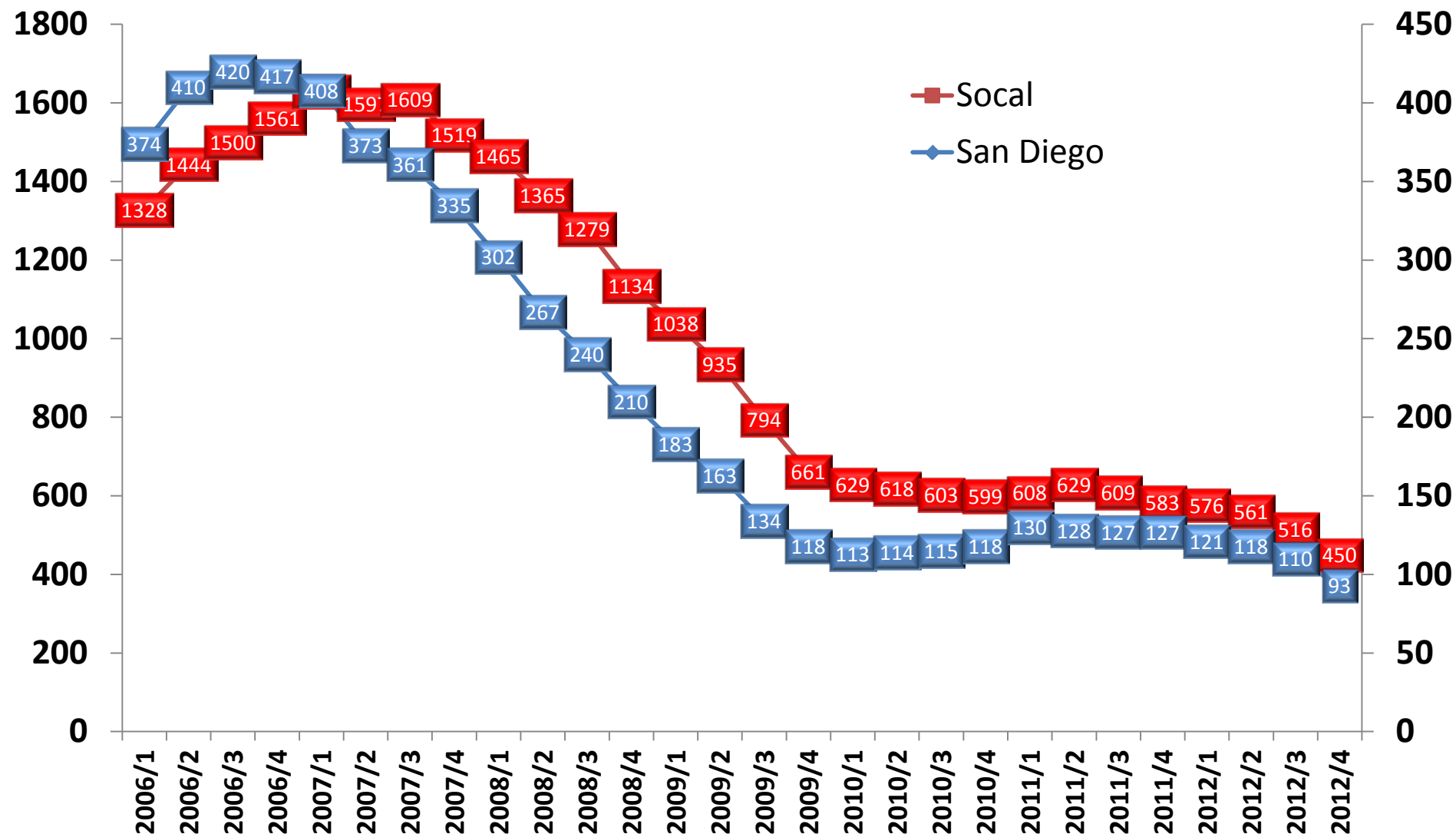
# Much of the Multi Family Construction is Apartments



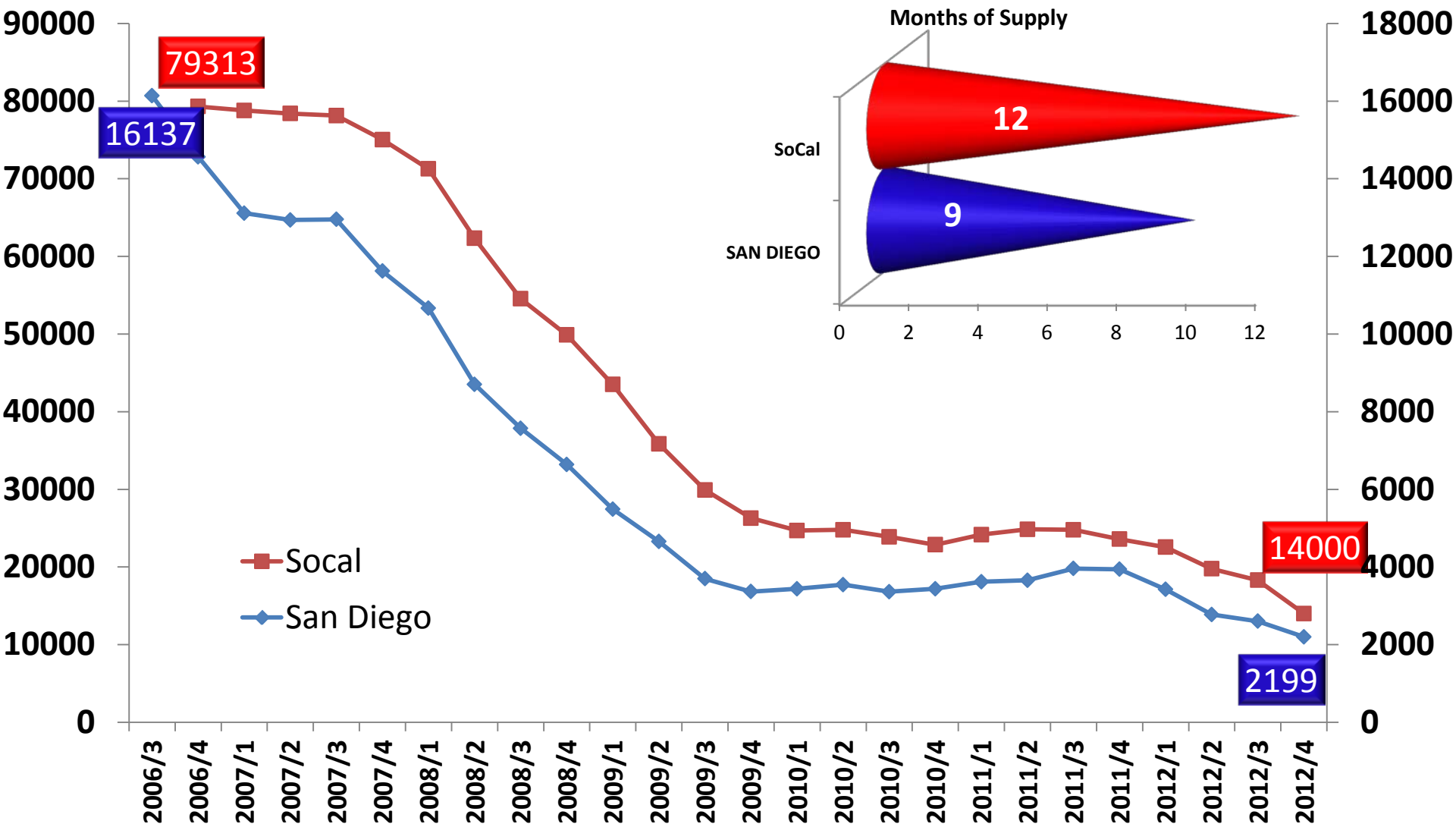
# Easier Financing and Strong Demand Result Surge of New Rentals in County



# Competition Levels in San Diego are Down 78% From Peak in 2006, While SoCal Levels Are Down 72%

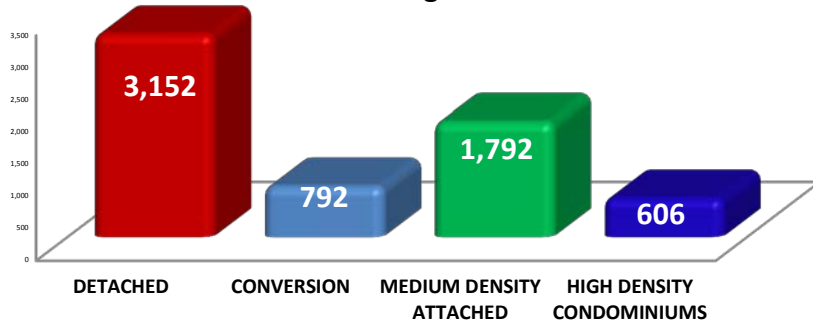


# Months of Available Inventory in Actively Selling Projects Becoming Dangerously Low

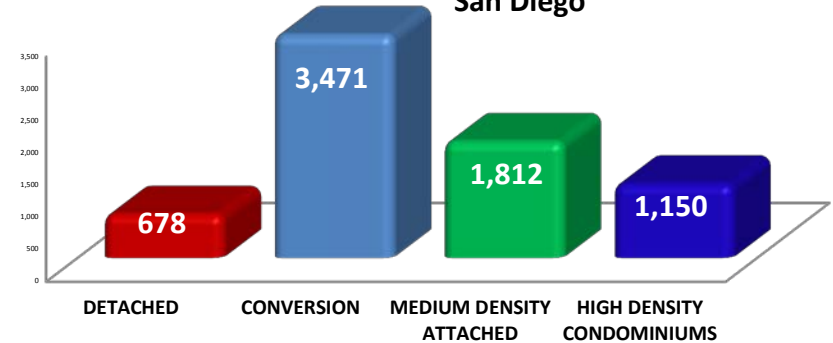


# Much of the Attached Shadow Inventory Has Been Converted to Rentals

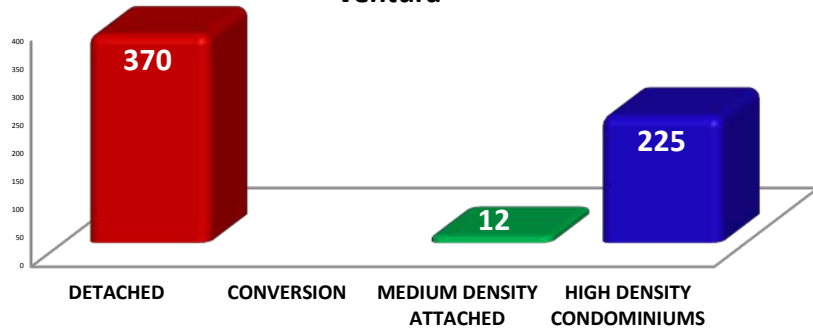
Los Angeles



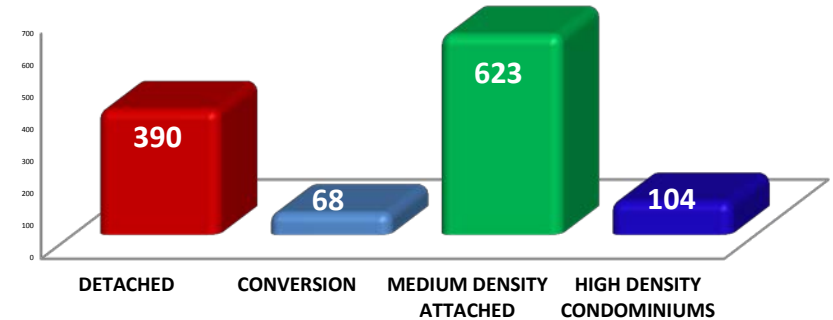
San Diego



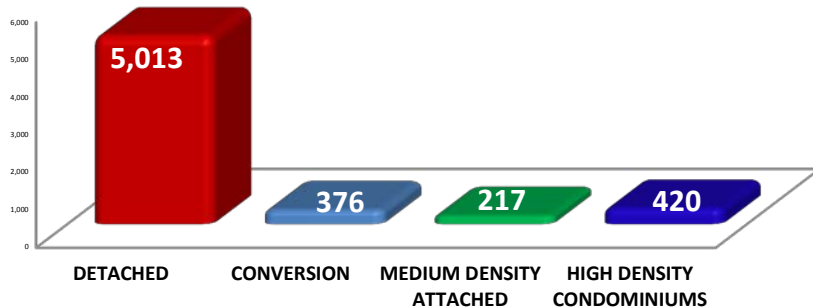
Ventura



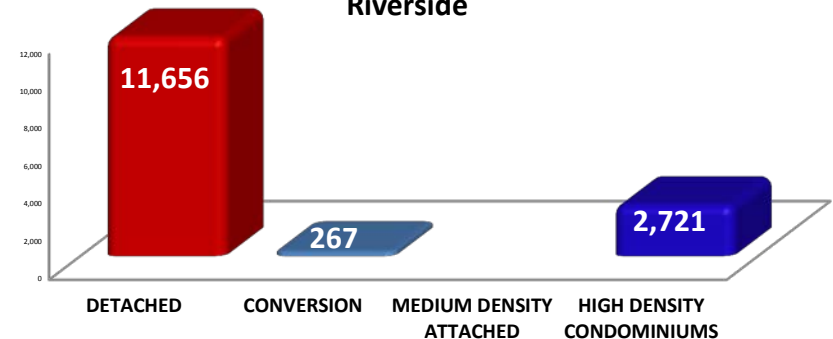
Orange



San Bernardino



Riverside

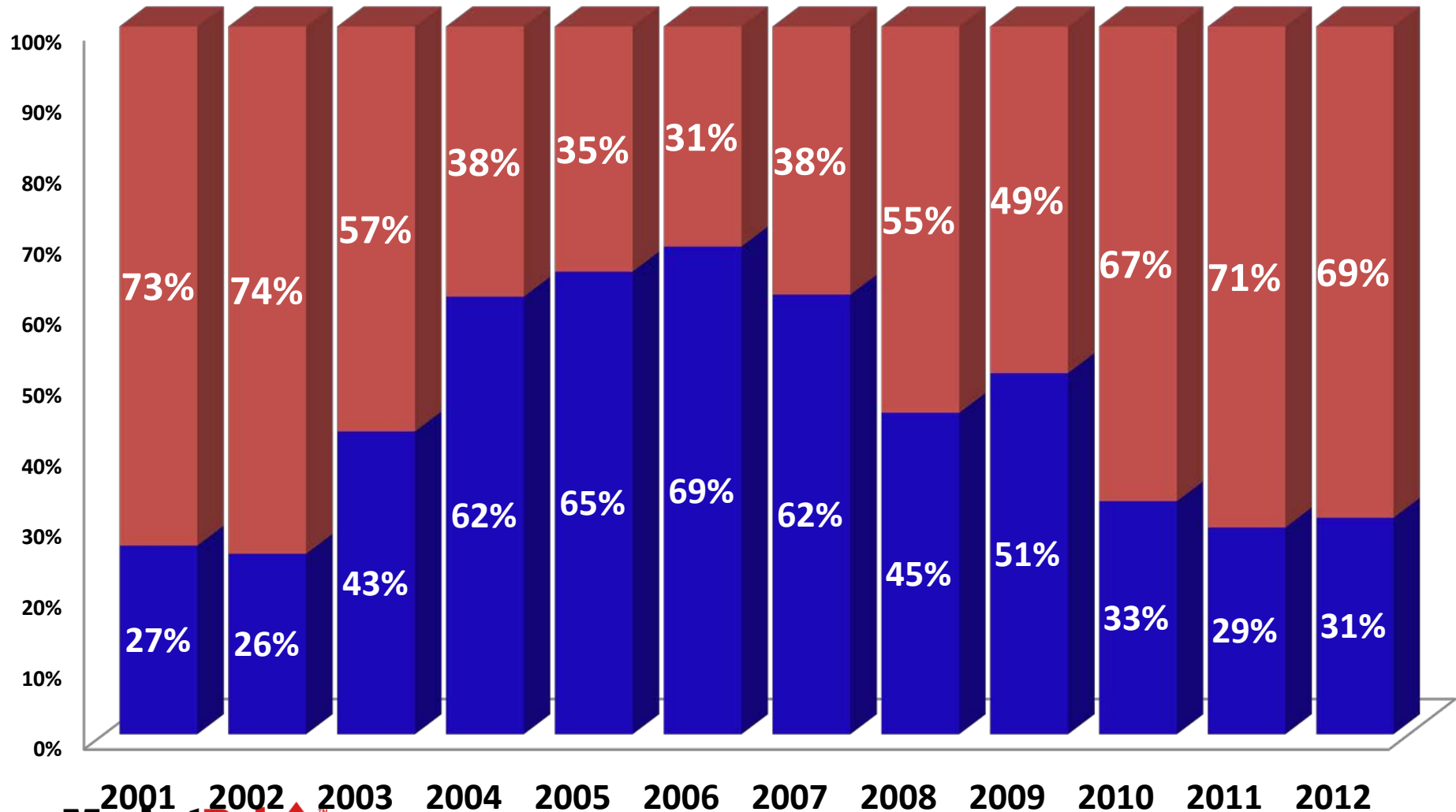




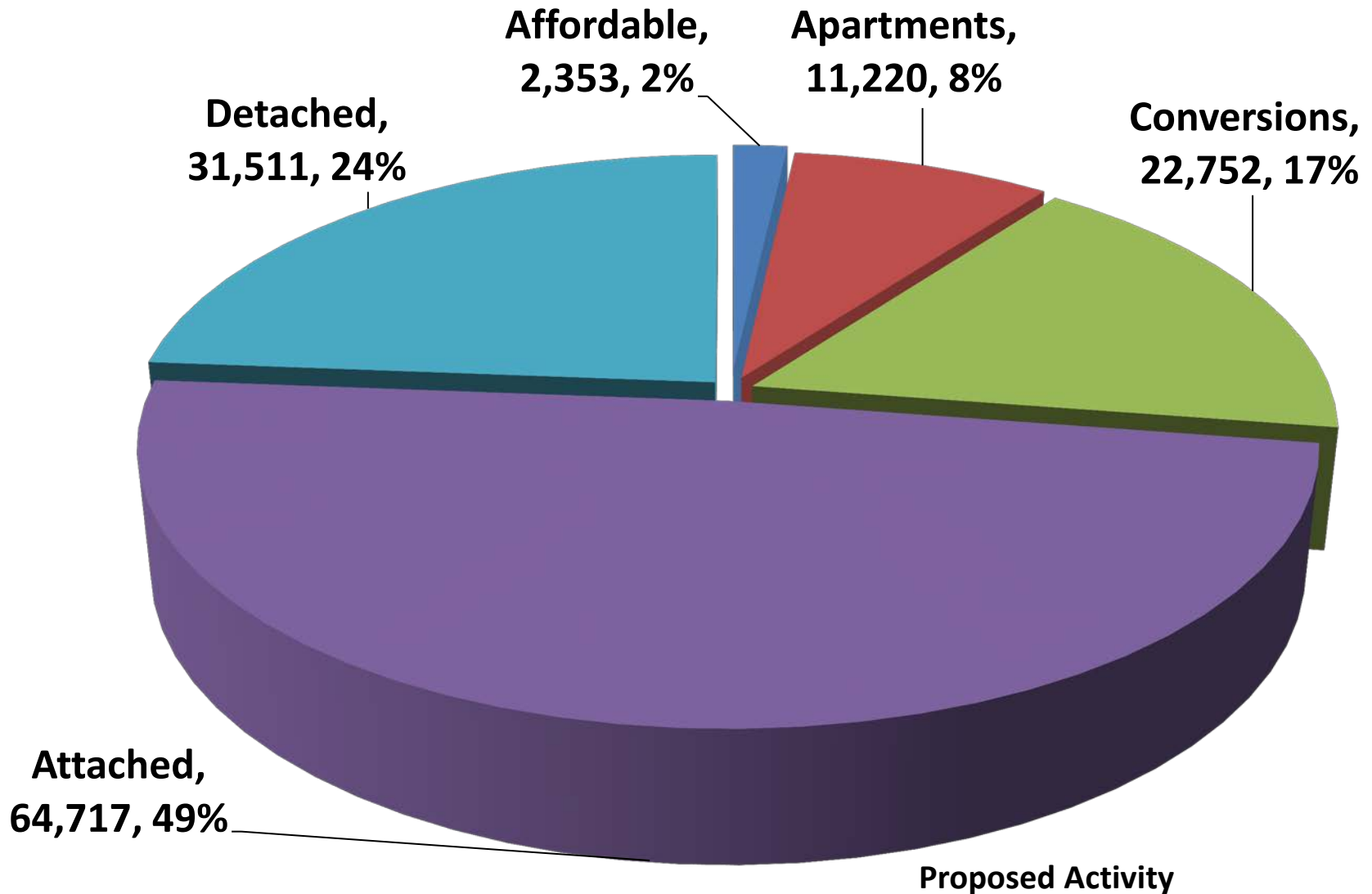
# Resurgence of Detached Dominance of the San Diego New Home Market Should be Short Lived

■ DETACHED  
■ ATTACHED

100%



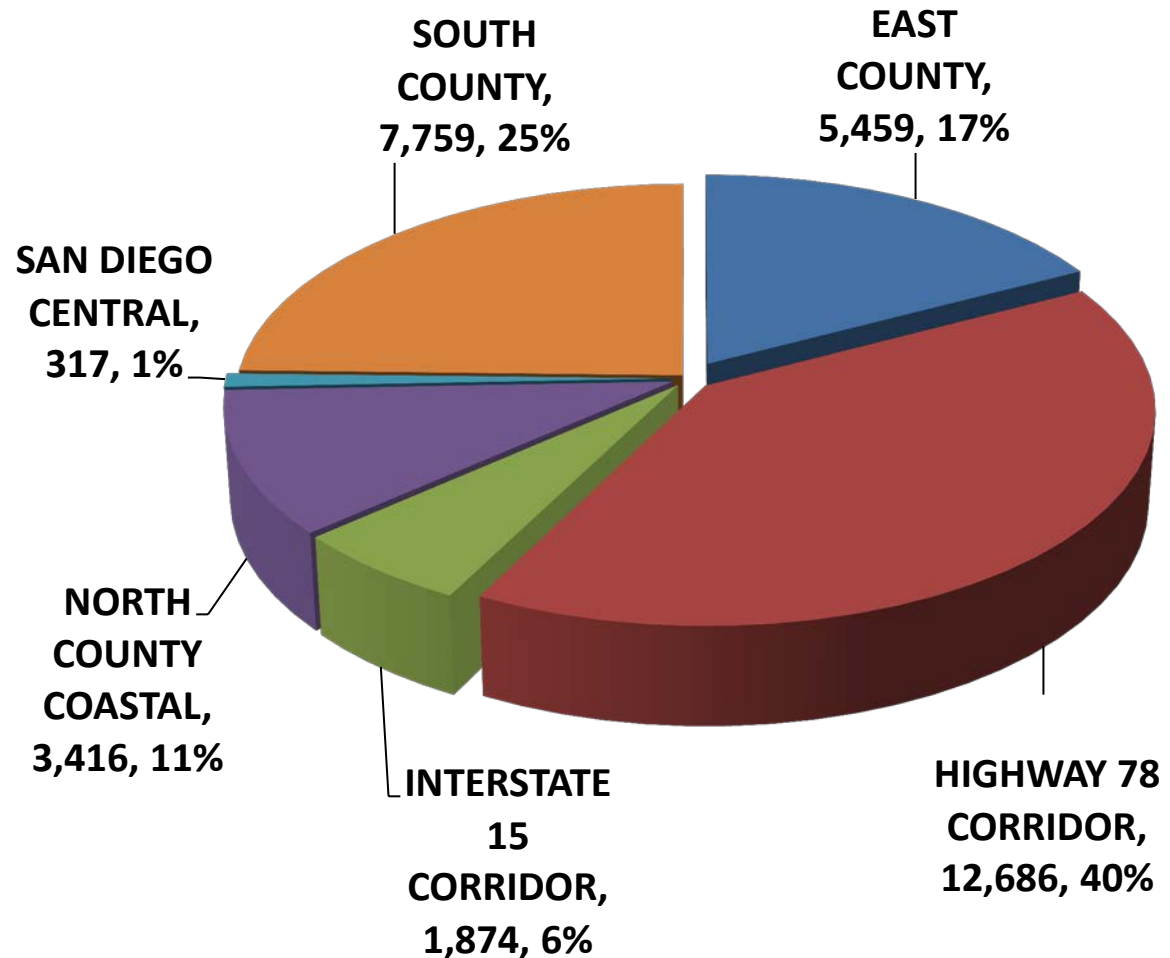
## Less Than 25% of the County's 132,553 Proposed Units are Detached



# Highway 78 Corridor is Home to the Most Proposed Detached Activity



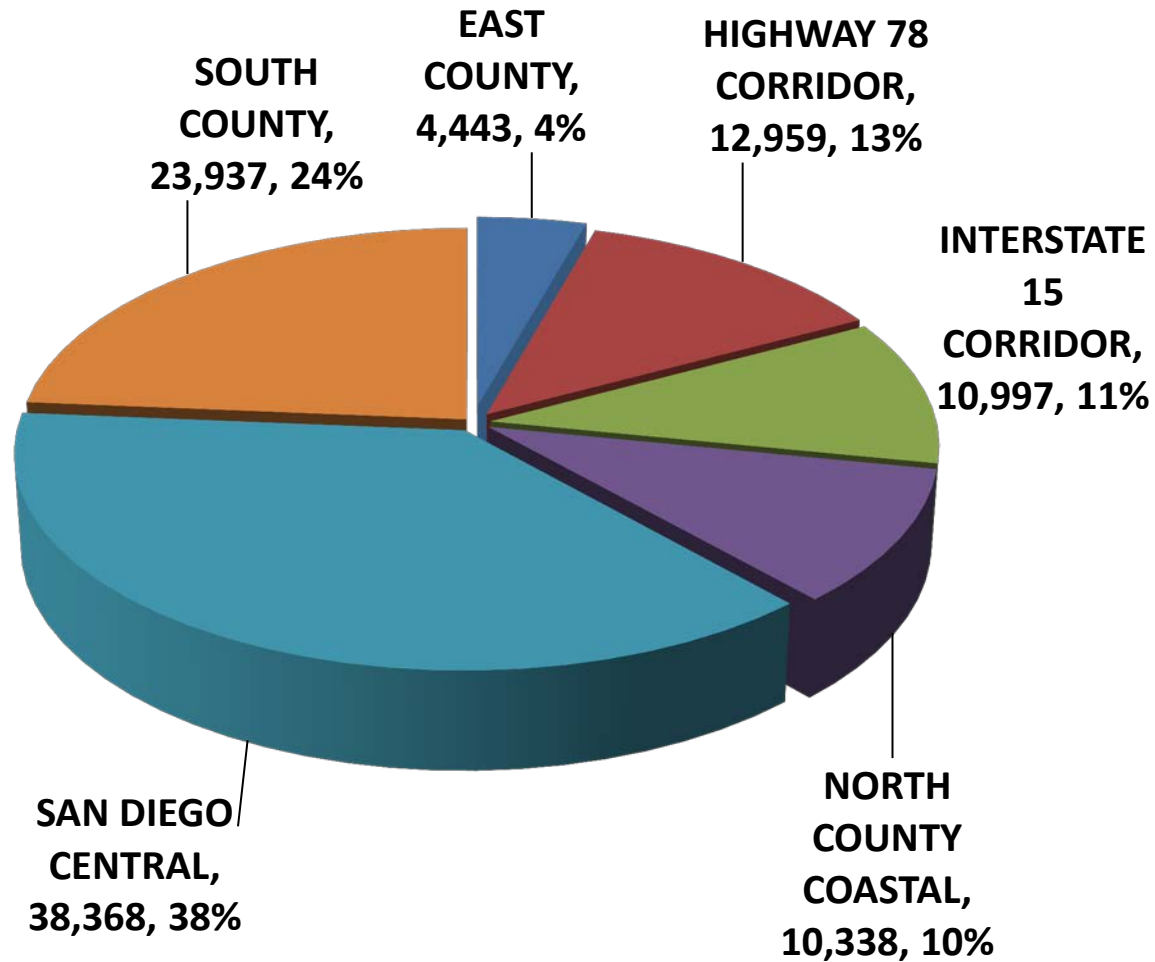
Proposed Detached Activity



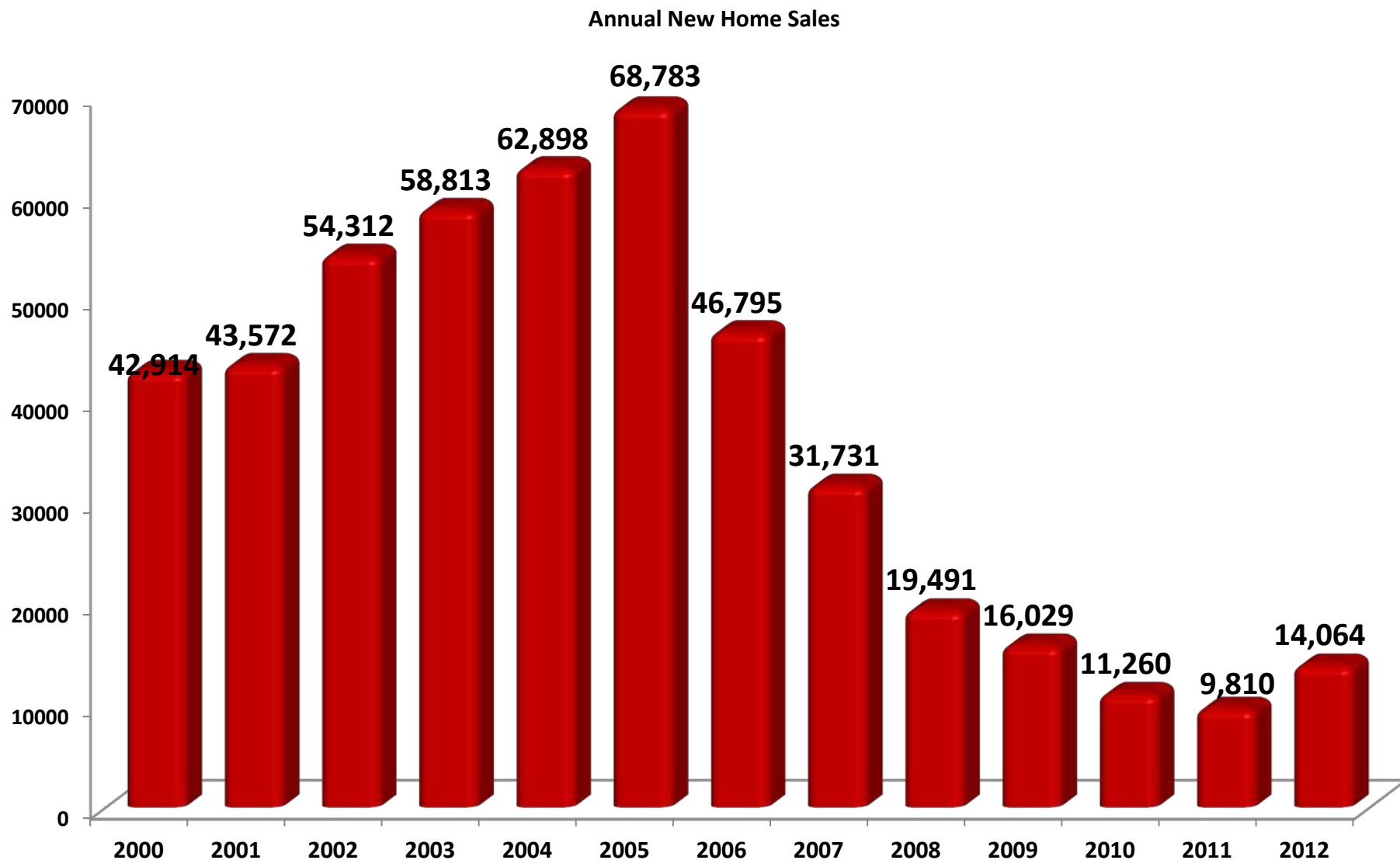
# San Diego Central is Home to the Most Proposed Attached Activity



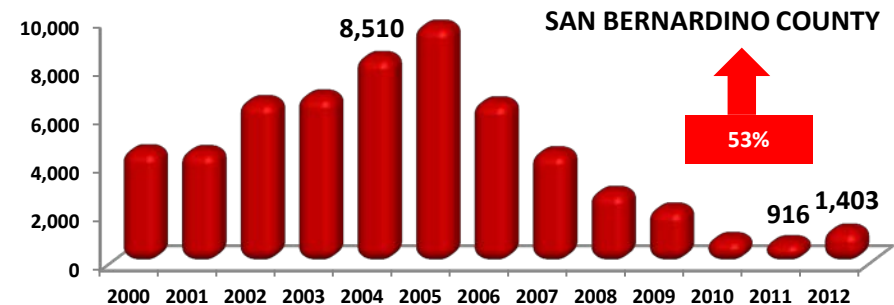
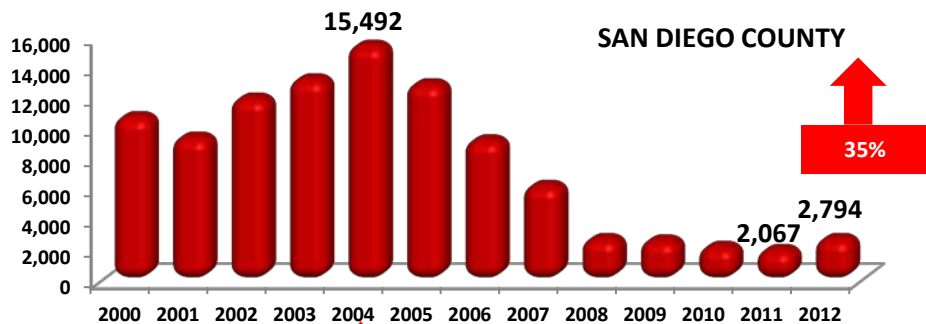
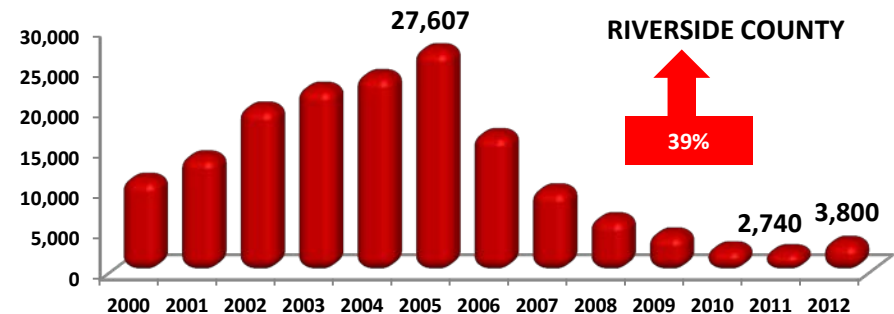
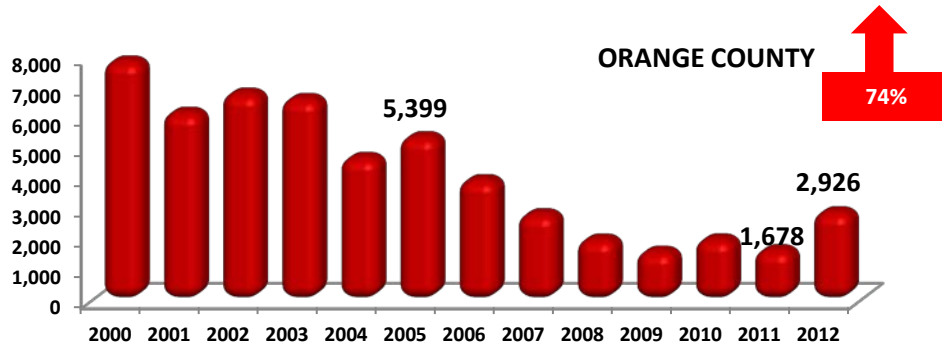
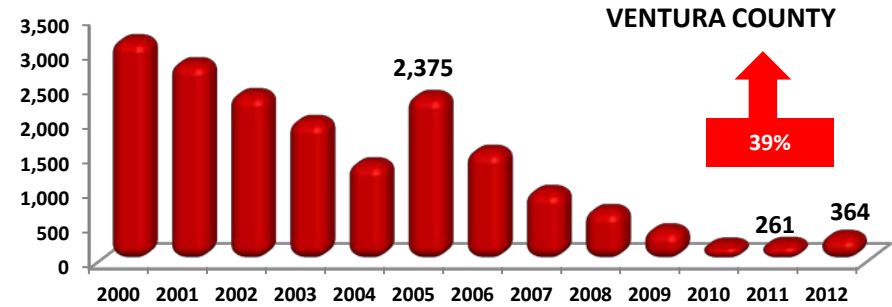
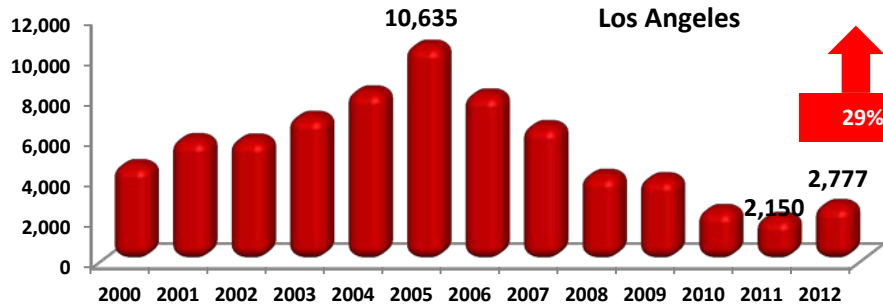
## Proposed Detached Activity



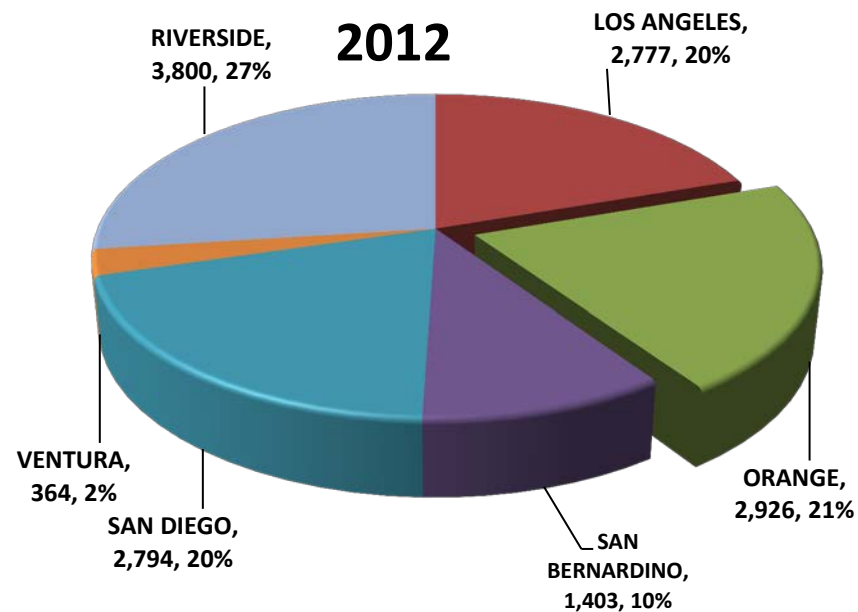
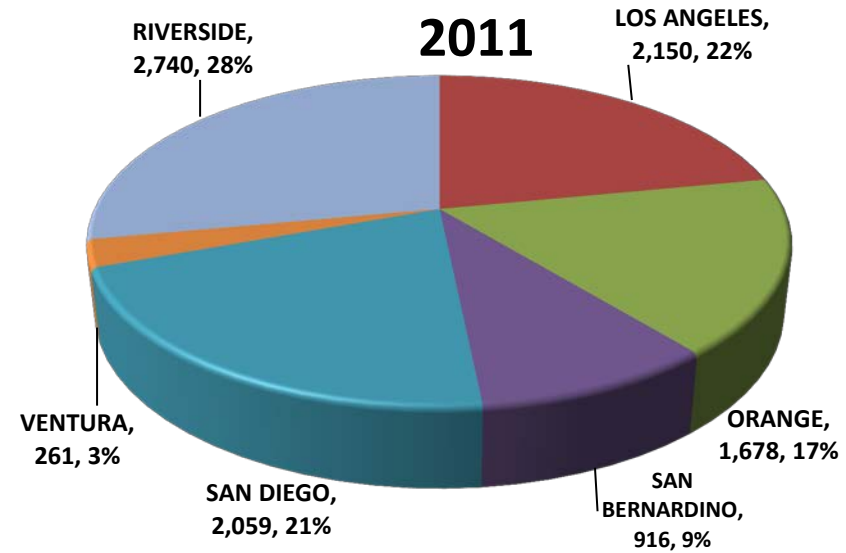
## From an Historical Low of Just 9,810 New Home Last Year, The Southern California Marketplace Saw a 43% Increase in New Home Sales in 2012



# Orange & San Bernardino Realized Biggest Gains in 2012

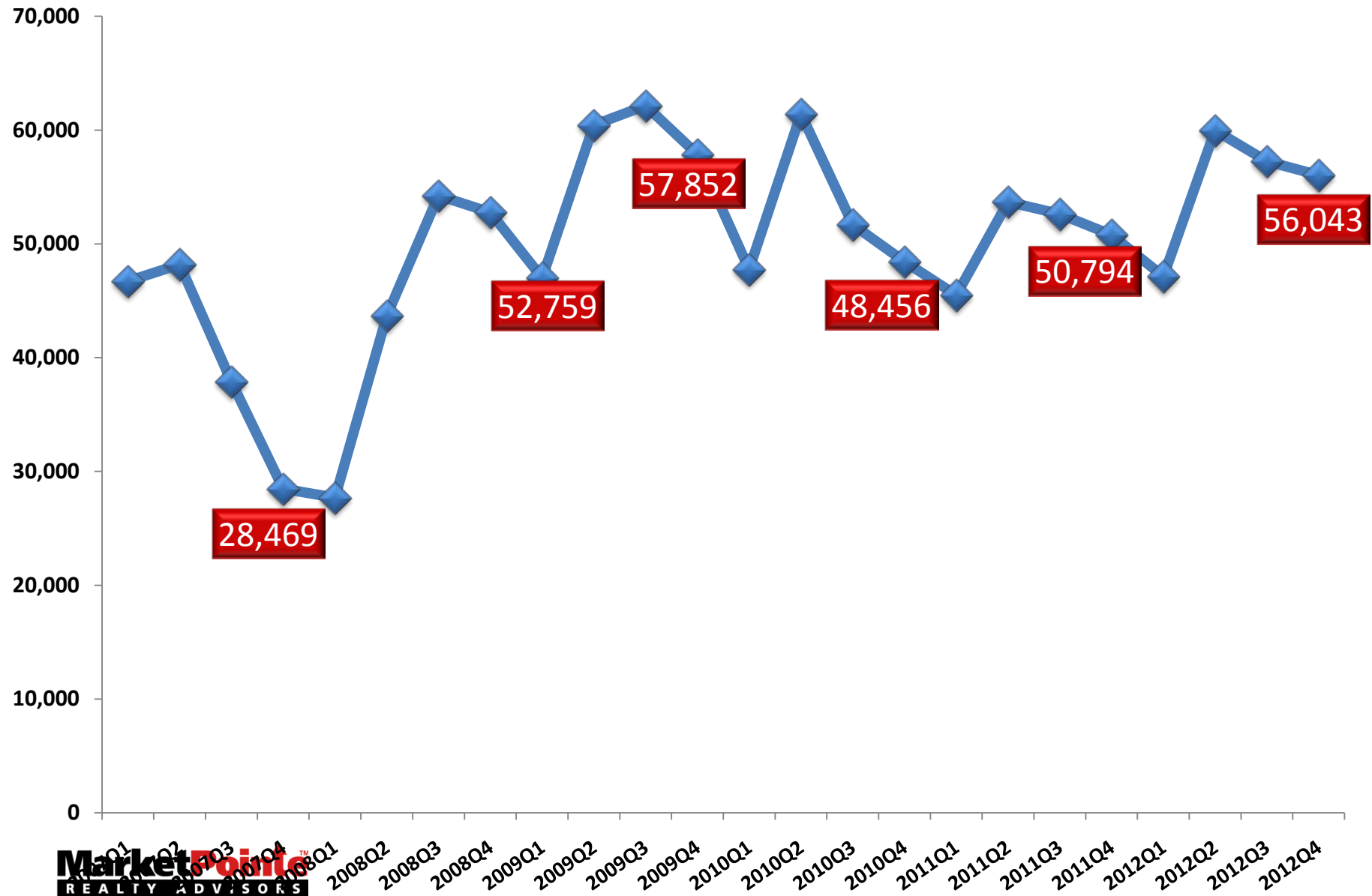


# Southern California County's Market Share in 2012 Virtually The Same as in 2011



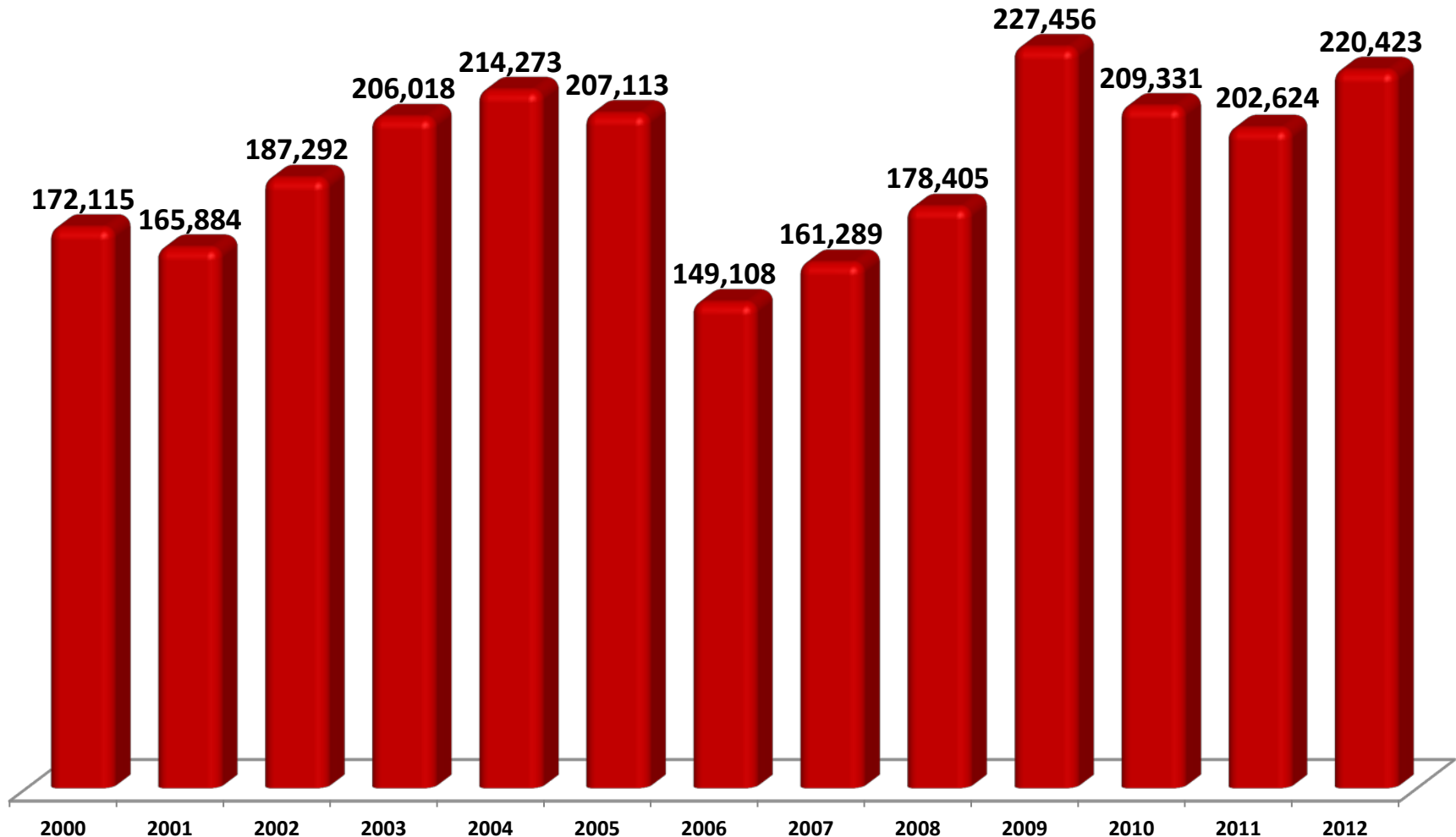


# A Strong Showing in Resale Market Activity at the End of 2012 Pushed Resale Volumes up 8.8% Above Last Year



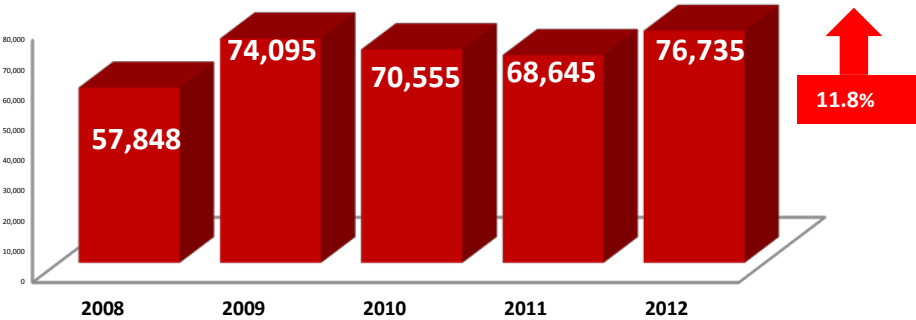


## A Strong Showing in Resale Market Activity at the End of 2012 Pushed Resale Volumes up 8.8% Above Last Year

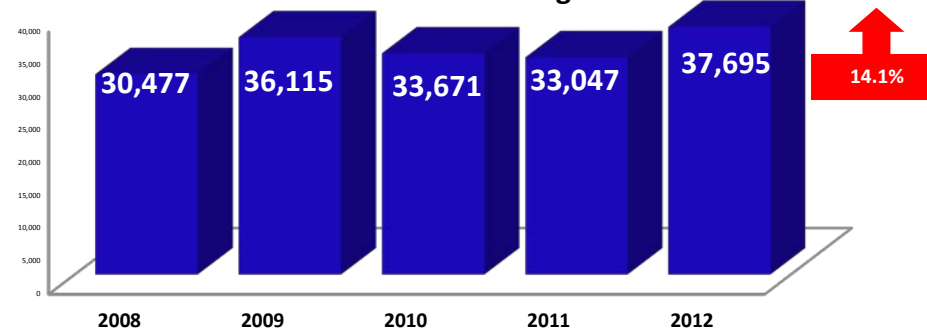


# While All Counties Posted Significant Gains in New Home Sales, in the Resale Sector Inland Counties Were Flat

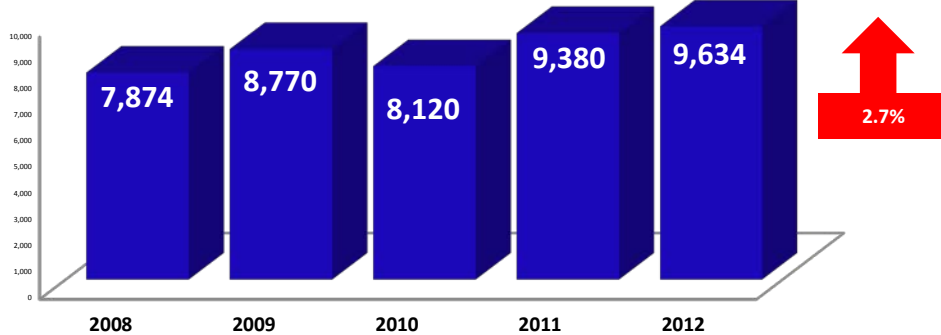
Los Angeles



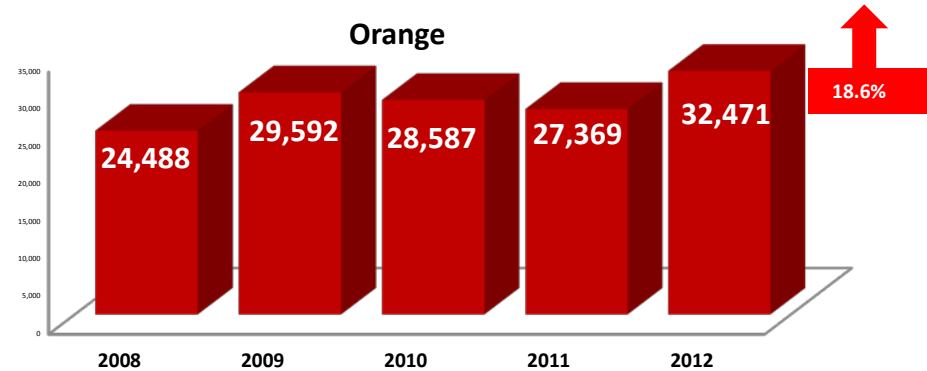
San Diego



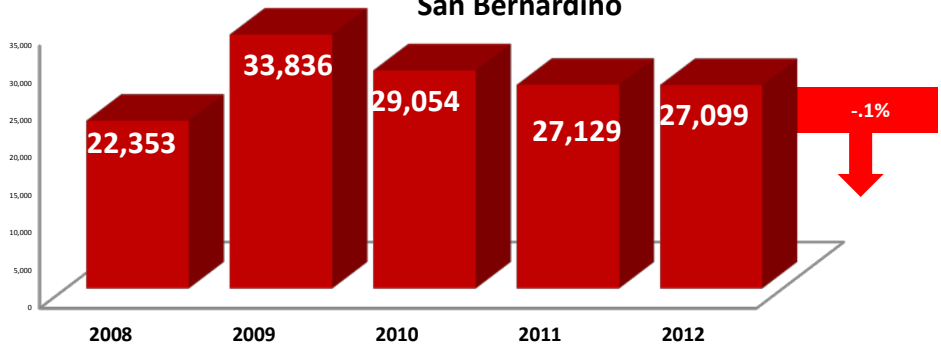
Ventura



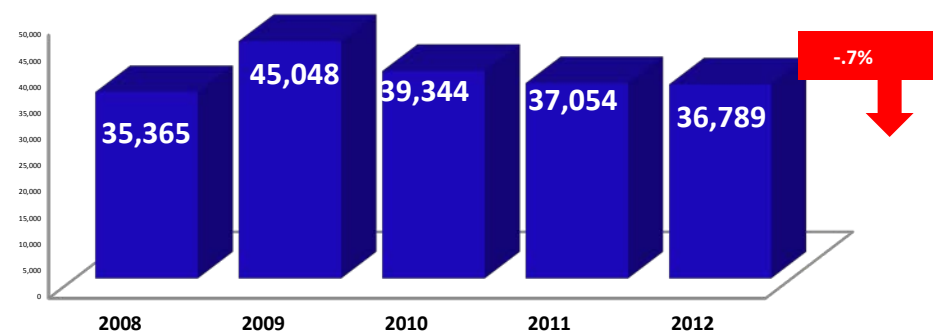
Orange



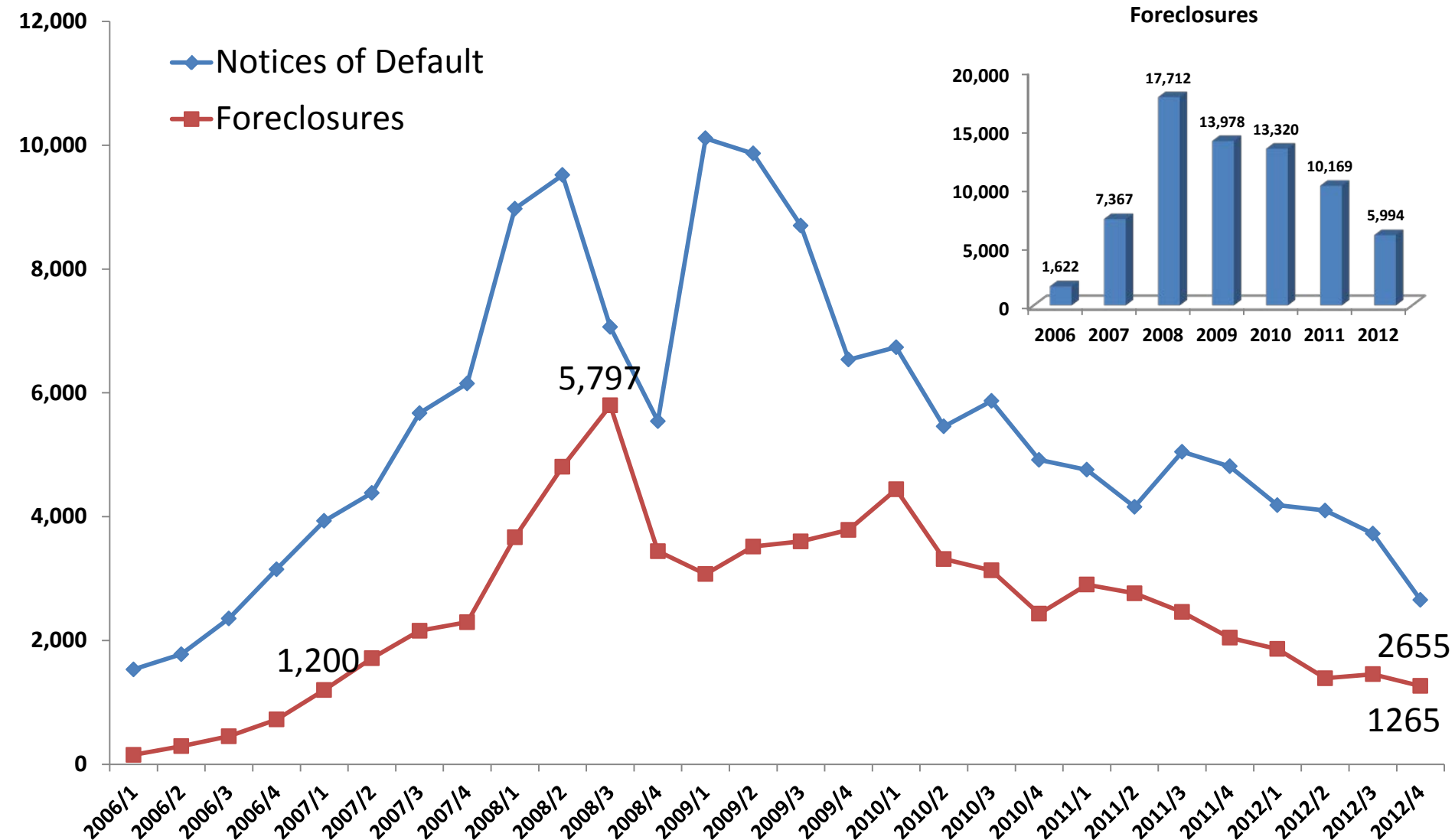
San Bernardino



Riverside

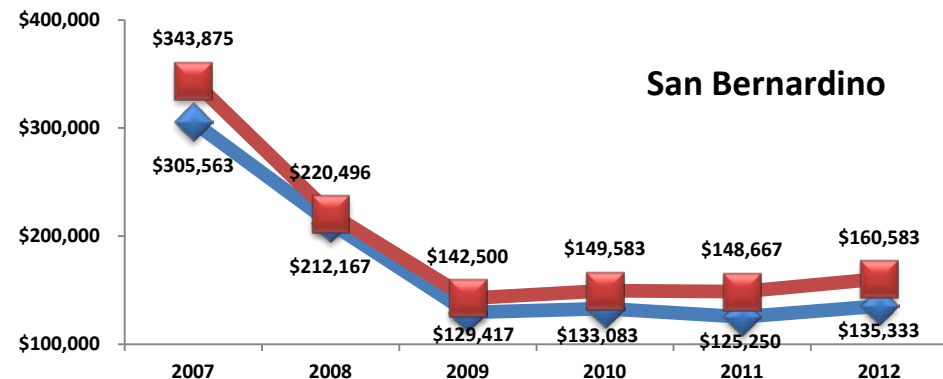
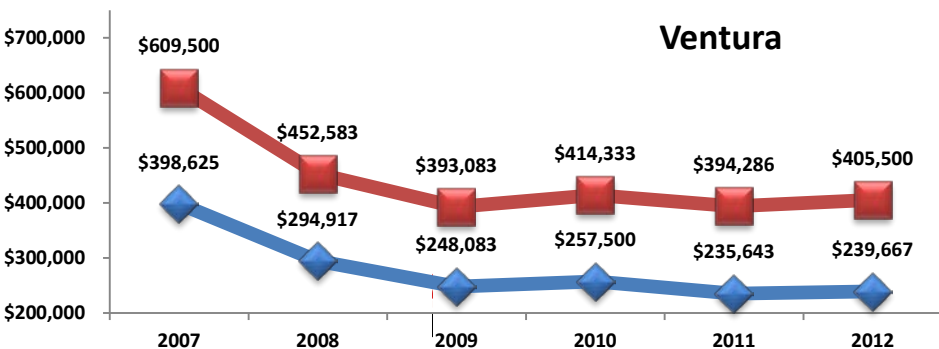
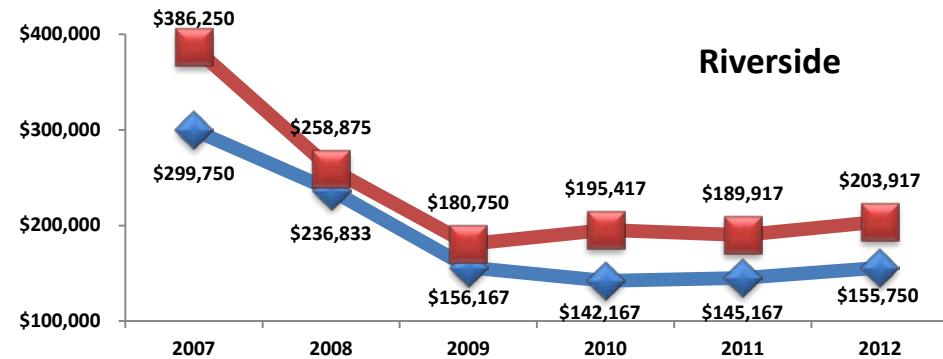
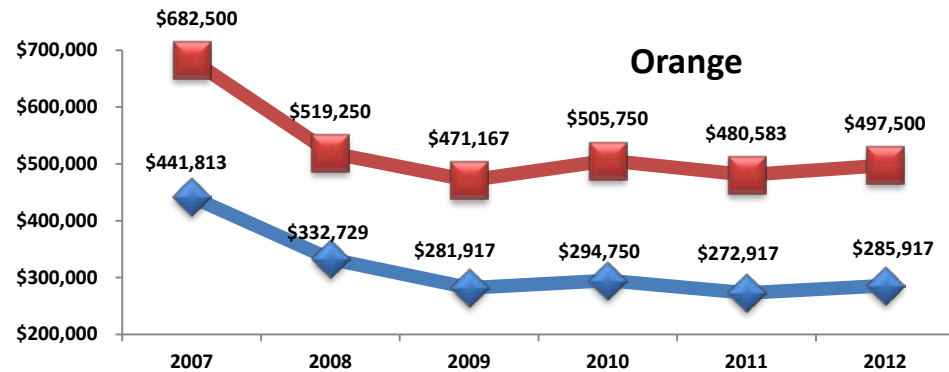
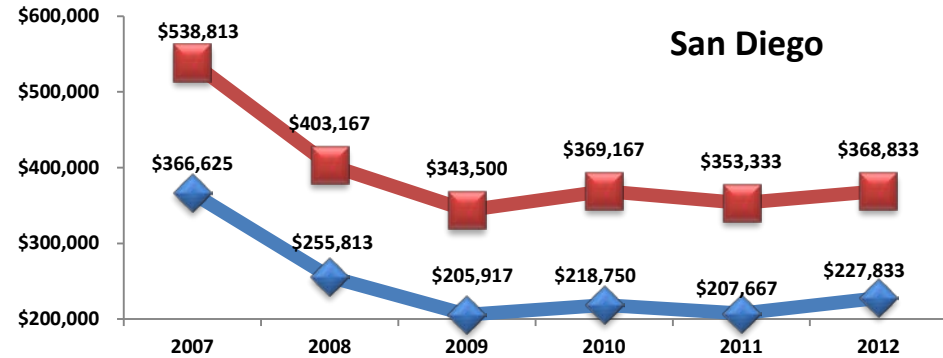
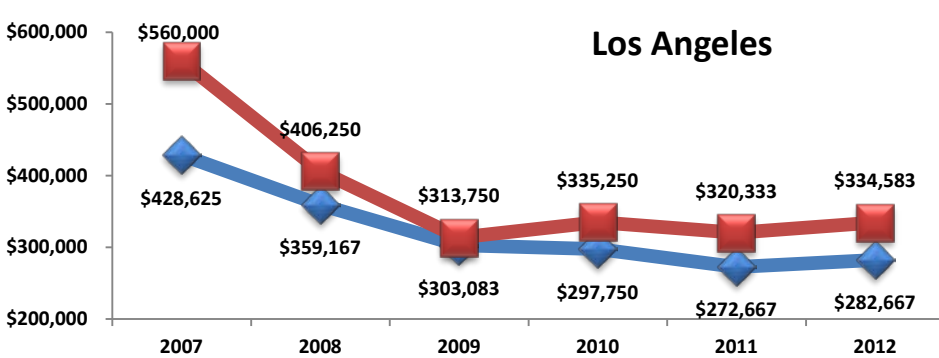


# San Diego Appears to be Working Through its Distressed Housing Stock at a Slightly Quicker Rate Than Other SoCal Counties

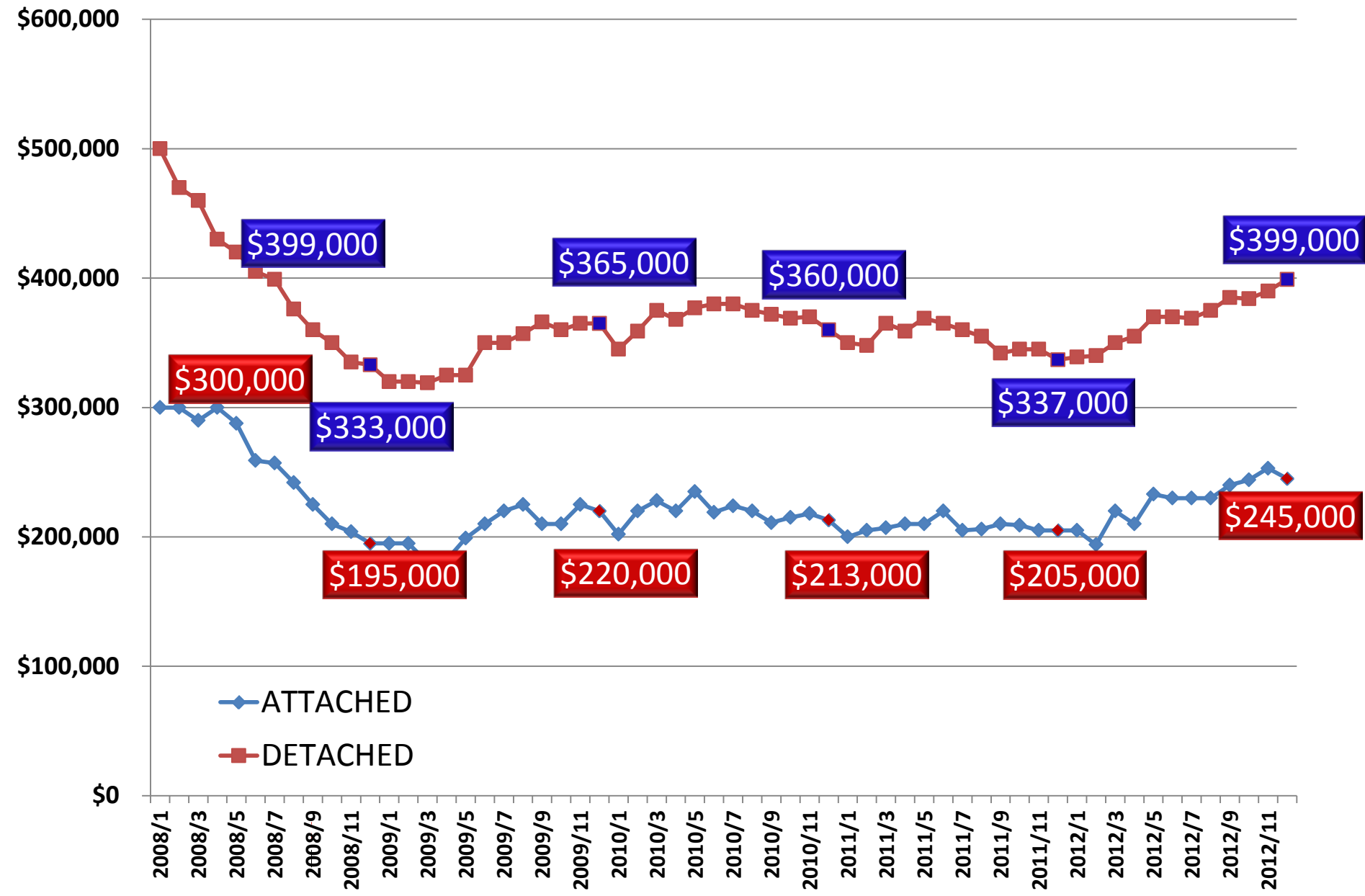


# Resale Prices Trending up in All Southern California Counties

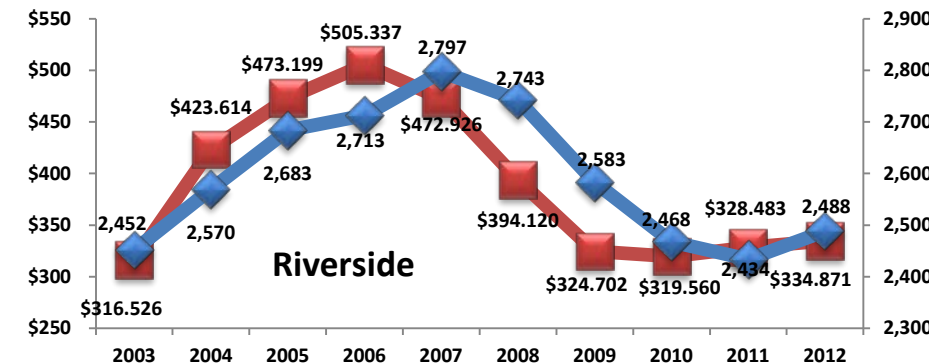
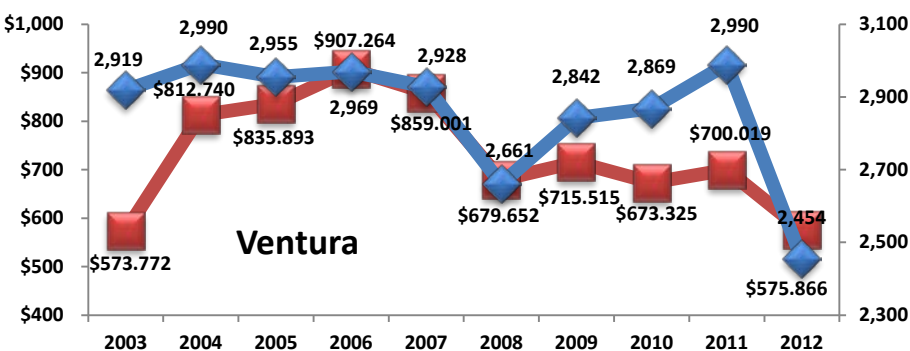
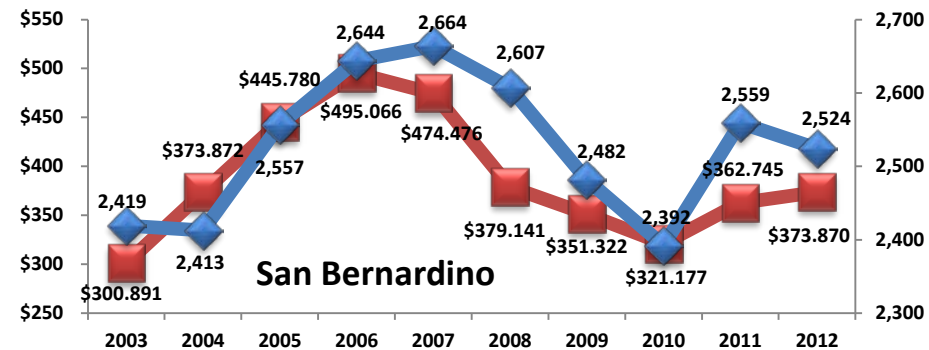
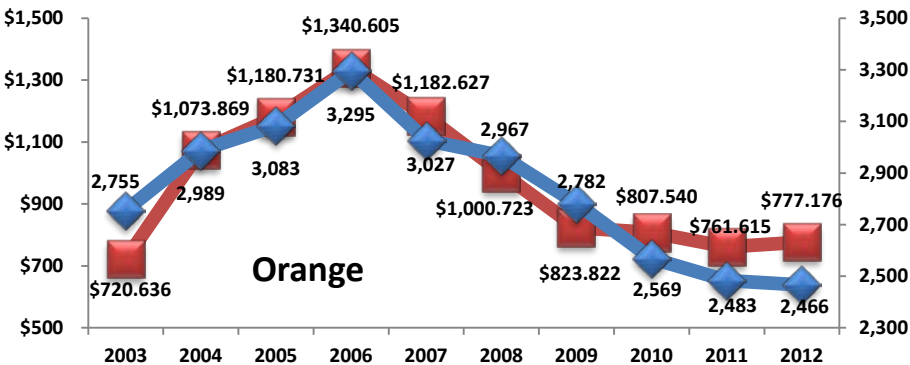
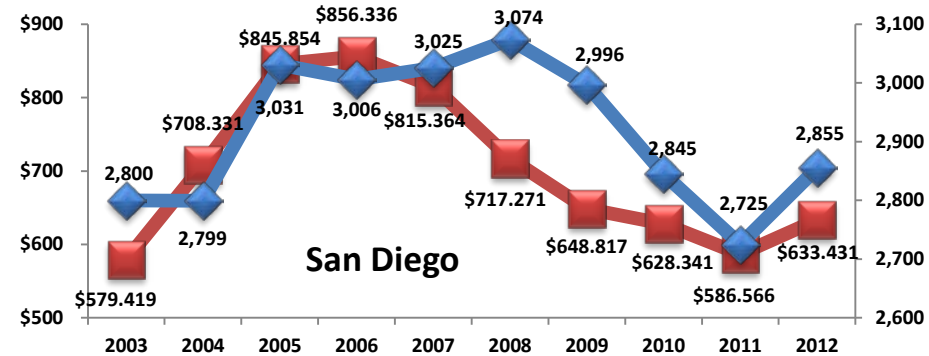
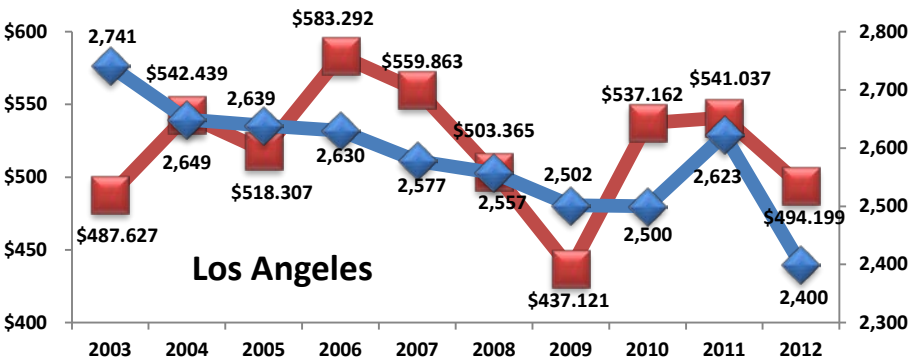
— ATTACHED  
— DETACHED



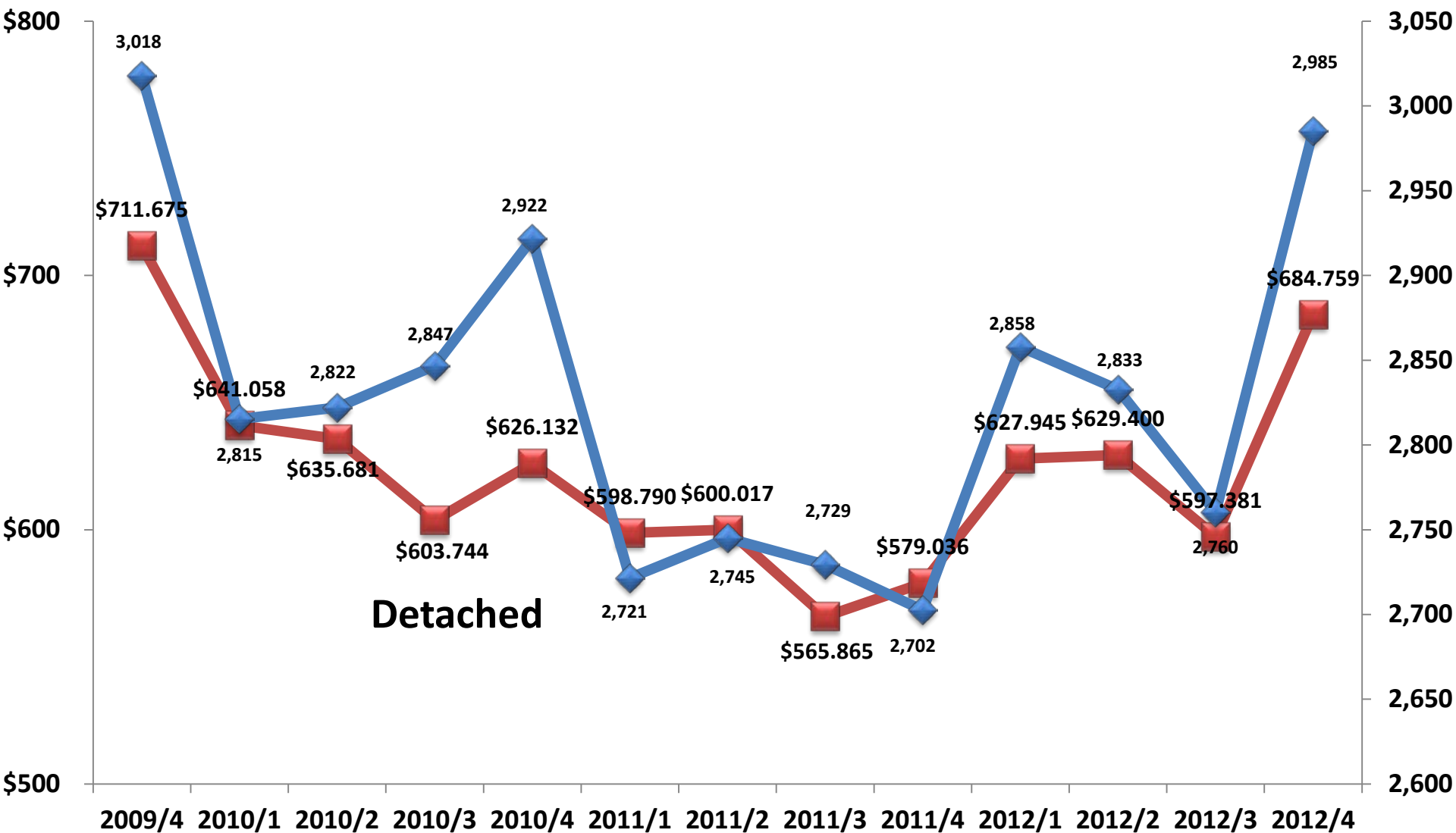
# San Diego Detached Resale Average up 18% From a Year Ago and Approaching \$400,000 For the First Time Since August 2008



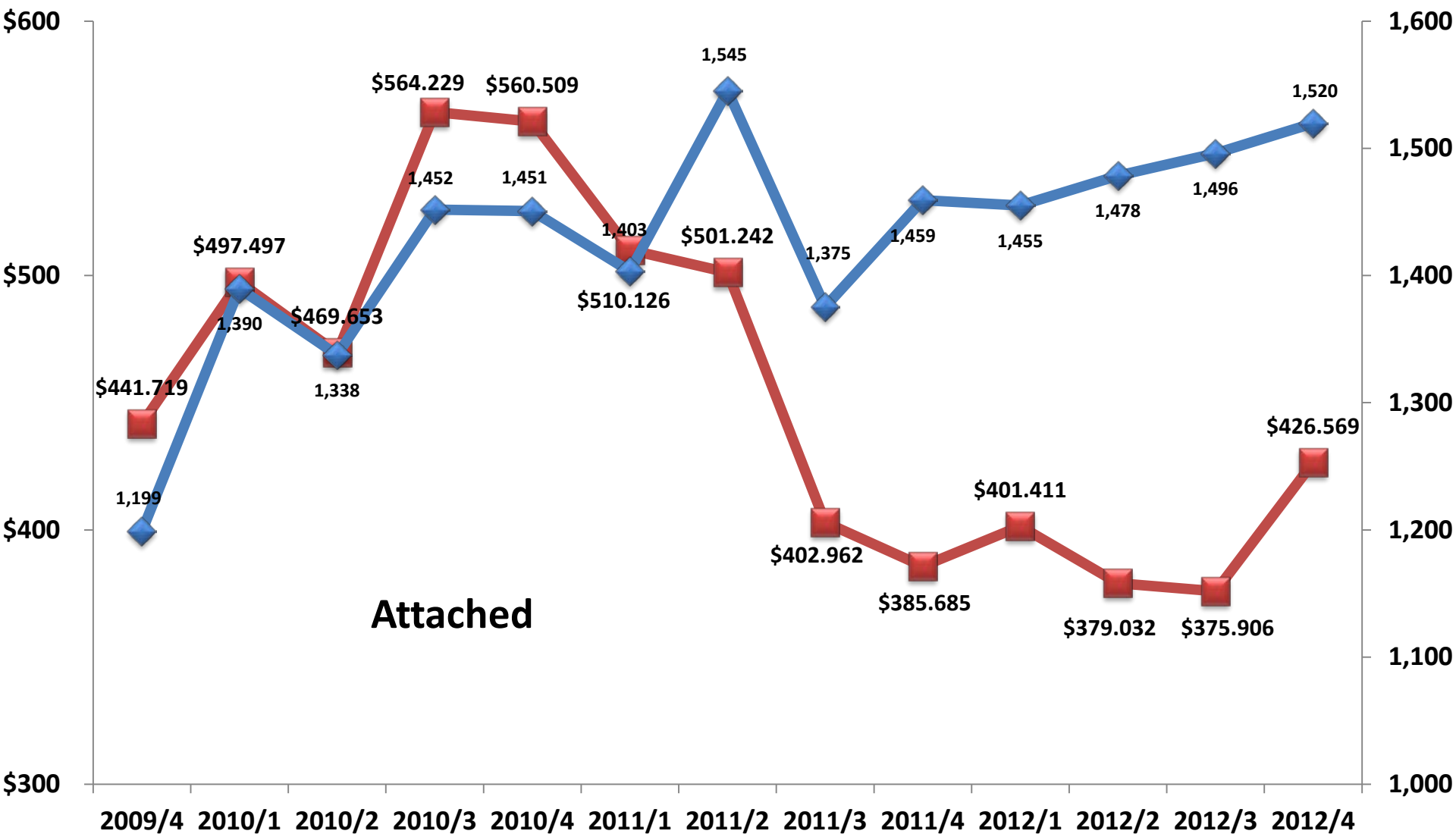
# New Detached Home Pricing Trends



# San Diego County New Home Pricing Trends

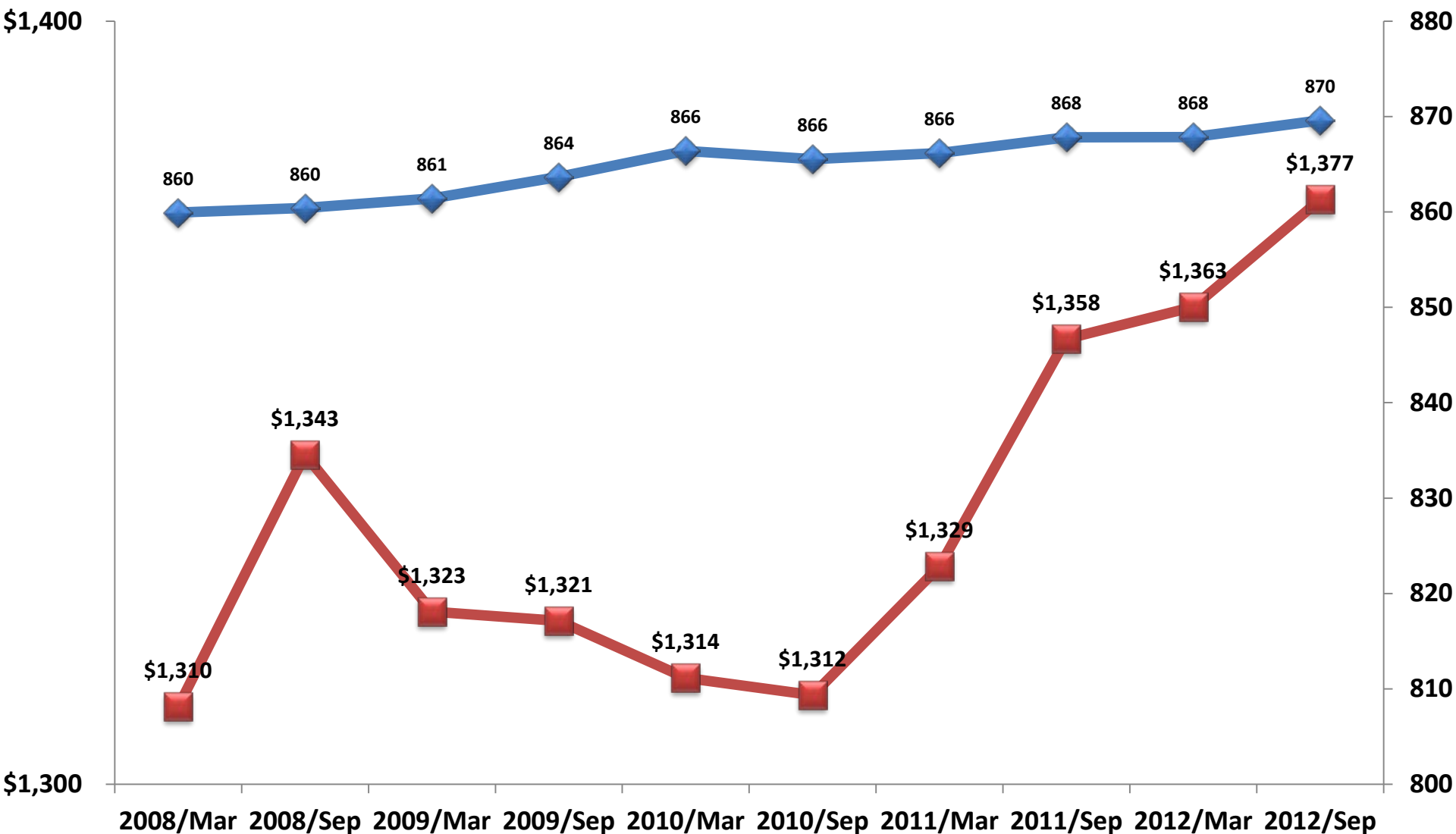


# San Diego County New Attached Home Pricing Trends

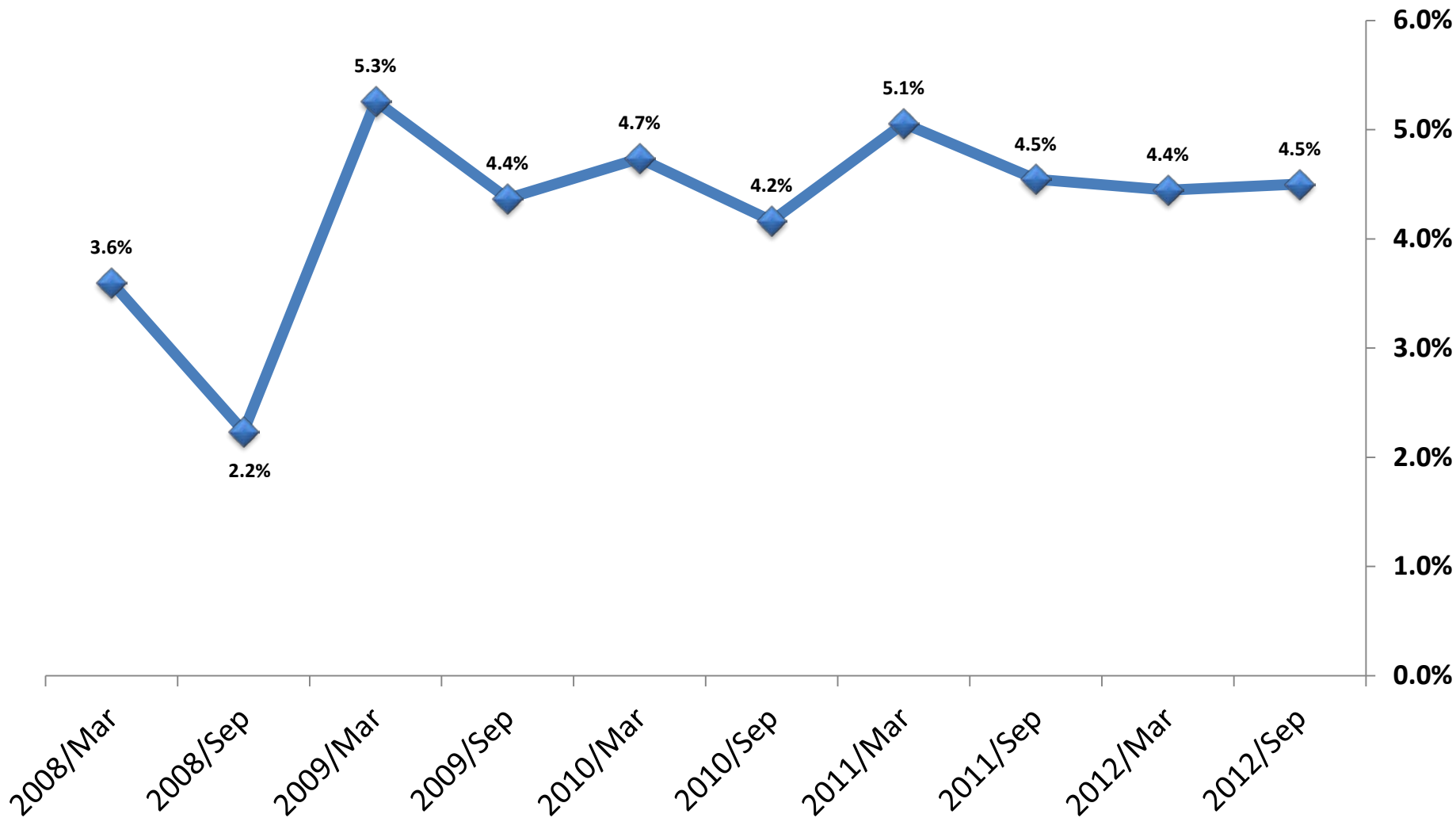




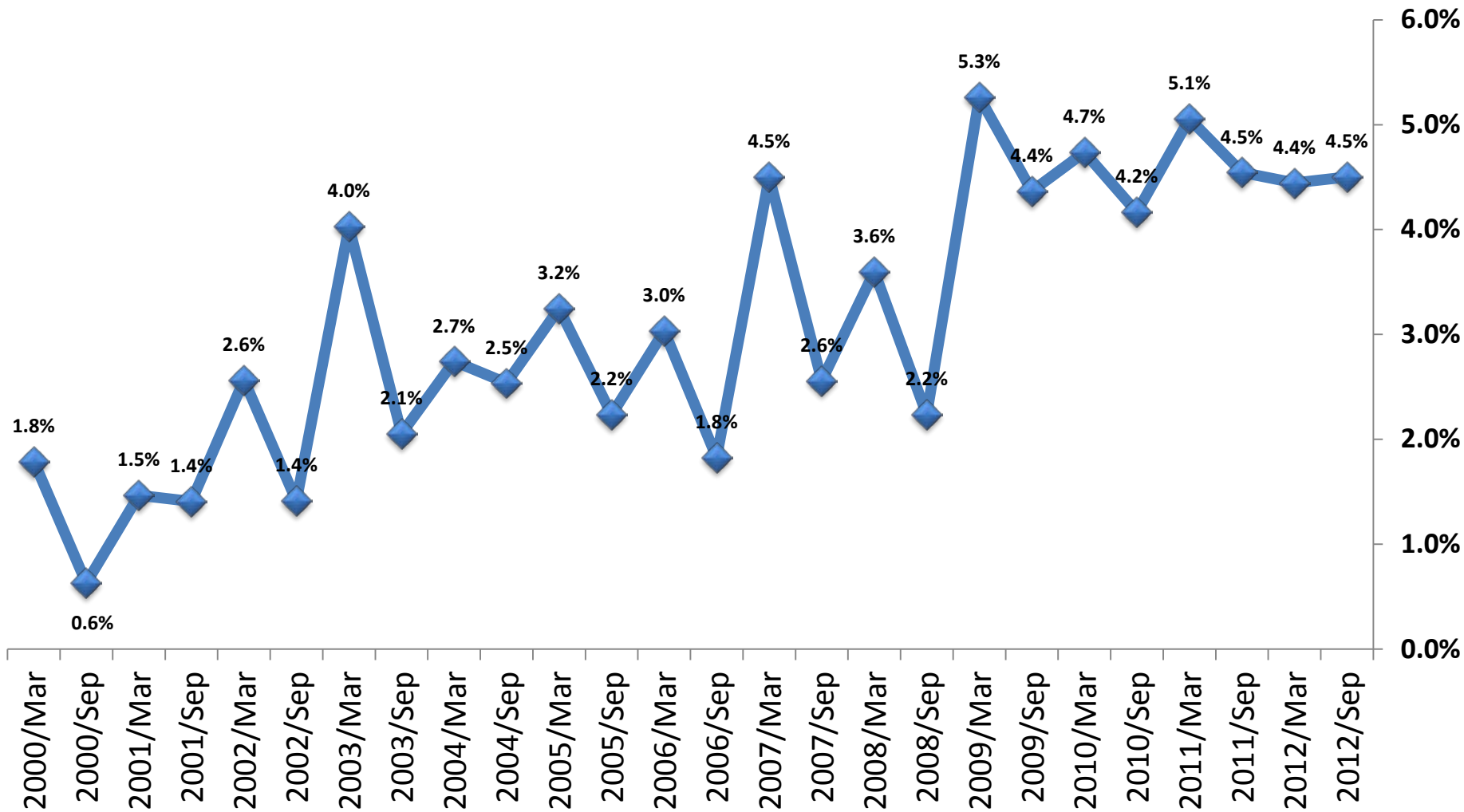
# Countywide Rental Rate Averages Have Soared to New Highs



# Vacancy Rates



# Vacancy Rates

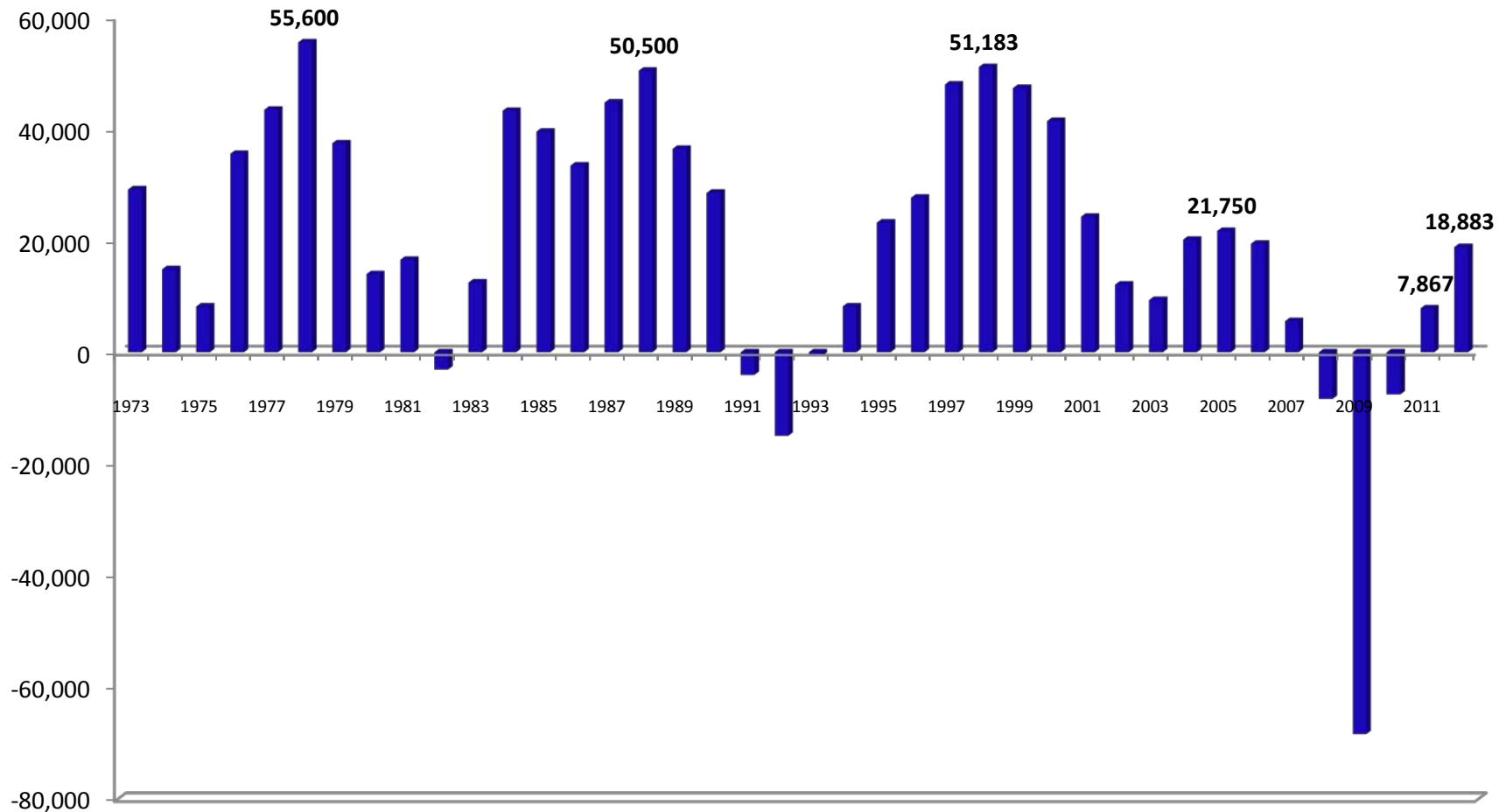


# Summary

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- The housing recovery is here, but it depends on continued consumer confidence to be fully realized.
- Prices are rising making it possible to more people to get their heads above water.
- Foreclosures are down and having less impact on prices.
- New and resale supplies are constrained. 4,100 Resales and 2,200 New Home Inventory.
- New home prices are anticipated to see at least a modest spike as new “publically homebuilder” product hits the market.
- As the credit market eases for condominium construction fewer large scale apartment projects will be built as apartment buyers will not be able to compete with condo buyers for the scarce land resources.

**San Diego's Job Base is Showing Significant Signs of Improving; After Losing 84,325 Jobs Between 2008 and 2010, San Diego's Generated Nearly 19,000 New Jobs in 2012, However, Future Job Growth Will Hard Pressed to Match the Past**





**SD County  
Economic Roundtable  
25 Jan 2013**





## **SDMAC Background**



- **Founded in Feb 2004**
- **Is a non-profit mutual benefit association, 501 C (6)**
- **134 corporate members , (31 December 2012) and 300 individual members representing numerous businesses in SD Region**
- **Both corporate and individual memberships continue to grow annually**



# SDMAC Mission Statement

**SDMAC will advance the partnership and communication among the military, our elected and appointed officials, and the business community while working to enhance recognition of the military's many contributions to the greater San Diego area, and will be capable of focusing on, speaking publicly on, and taking appropriate actions in furtherance of its mission.**

**SDMAC's focus is the military and the defense community.**







# SDMAC 2013 Officers



<b>President:</b>	<b>Earl Wederbrook, COL. USMC (Ret.)</b>
<b>Immediate Past Pres.</b>	<b>James A. Johnson RADM MC USN (Ret.)</b>
<b>VP/Pres.-Elect 2014:</b>	<b>Jamie Moraga, IntelliSolutions inc.</b>
<b>Treasurer:</b>	<b>Annette Peck</b>
<b>Secretary:</b>	<b>Ward Wilson, Boeing Corp.</b>
 <b>Executive Director:</b>	 <b>Larry Blumberg</b> <b>Tel: 619.299.3762,</b>  <b><u><a href="mailto:executivedirector@sdmac.org">executivedirector@sdmac.org</a></u></b>
 <b>Admin Assistant</b>	 <b>Judy Cabana</b> <b>Tel: 619.299.3763</b> <b><u><a href="mailto:judy@sdmac.org">judy@sdmac.org</a></u></b>



- **Military & Family Life**

- Enhancing the military's quality of life by addressing issues relating to medical coverage of dependent children, education issues affecting dependent children transferring schools, and family employment
- Improving the overall financial health of service members and their families

- **Military Medical Care**

- Helping wounded and injured service members and their families during and after their medical treatment and rehabilitation, with emphasis on housing, transportation and employment

- **Veterans Education**

- Leading and supporting educational initiatives such as Troops to College and Science, Technology, Engineering & Math

- **Veterans Employment**

- Leading and coordinating veterans employment initiatives in the San Diego region.

- **Community Outreach**

- Work with other civic organizations in the San Diego area to educate and inform the community regarding the military's Economic and Socioeconomic contributions to the region

# Military Issues & SDMAC – cont'd



- **Bases and Infrastructure**

- Working with legislators and other civilian authorities to ensure that military facilities and properties are protected from encroachment and other actions which impact the military mission

- **Energy & the Environment**

- Working with the State and local community to establish realistic, achievable environmental standards associated with waterfront maintenance, repair and ship building activities
- Supporting DoD Energy initiatives

- **DOD Budget**

- Analyze the 2013 DoD Budget to ascertain its impact on the San Diego region

- **Economic Impact Reports**

- *Military Construction Report – May 2010*
- *Economic Impact of the Navy Broadway Complex – November 2011*
- *San Diego Military Economic Impact Study – June 2012*



# **Guest Speakers at SDMAC Breakfast Meetings**

- **1/23/2013** LtGen John Toolan USMC, Commanding General 1<sup>st</sup> MEF
- **12/12/2012** VADM Dave Buss USN, Commander Naval Air Forces
- **11/14/2012** VADM Terry Blake USN, DCNO Integration of Capabilities & Resources, OPNAV N8
- **10/17/2012** VADM Matt Nathan MC USN, Navy Surgeon General
- **9/17/2012** ADM Samuel J. Locklear III USN, Commander, U.S. Pacific Command
- **8/15/2012** VADM Tom Copeman USN, Commander Naval Surface Forces
- **7/18/2012** RADM SC USN Mark Heinrich, Chief of the Supply Corps
- **6/20/2012** SDMEIS Roll-out: Dr. Lynn Reaser, RADM Dixon Smith USN, BGEN Vincent Coglianese
- **05/23/2012** VADM Paul Zukunft USCG, PACAREA Commander
- **04/18/2012** RADM Scott Hebner USN, Commander Naval Mine and ASW Warfare Command
- **03/21/2012** RADM James F. Caldwell USN, Commander Submarine Forces, U.S. Pacific Fleet
- **02/8/2012** LtGen Terry Robling USMC, Deputy Commandant, Aviation
- **01/18/2012** VADM Richard S. Hunt USN, Commander U.S. Naval Surface Forces

# San Diego Military Economic Impact Study

***COMMISSIONED BY:***



June 20, 2012

Fermanian Business and Economic Institute at  
Point Loma Nazarene University

# The Military in San Diego 2012

- **55,000 Marines**

- MCB Camp Pendleton
- MCAS Miramar
- MCRD San Diego

- **52,000 Sailors**

- Naval Base San Diego
- Naval Base Coronado
- Naval Base Point Loma

- **24,500 Civilian Employees**



## Why San Diego ?

- Deepwater Port
- Sea, Land and Air Training Ranges
- Home to 60% of Pacific Fleet
- Home to 1/3 of Marine Corps combat power
- Critical to National Security

Offshore Training Ranges

Nellis, Tonopah  
AF Test Range

NAS Lemoore

NAS FALLON

Inland Training Ranges

Ft. Irwin  
Army Training Range

Edwards  
AF Flight Test Center

MCAGCC 29 Palms

Camp  
Pendleton

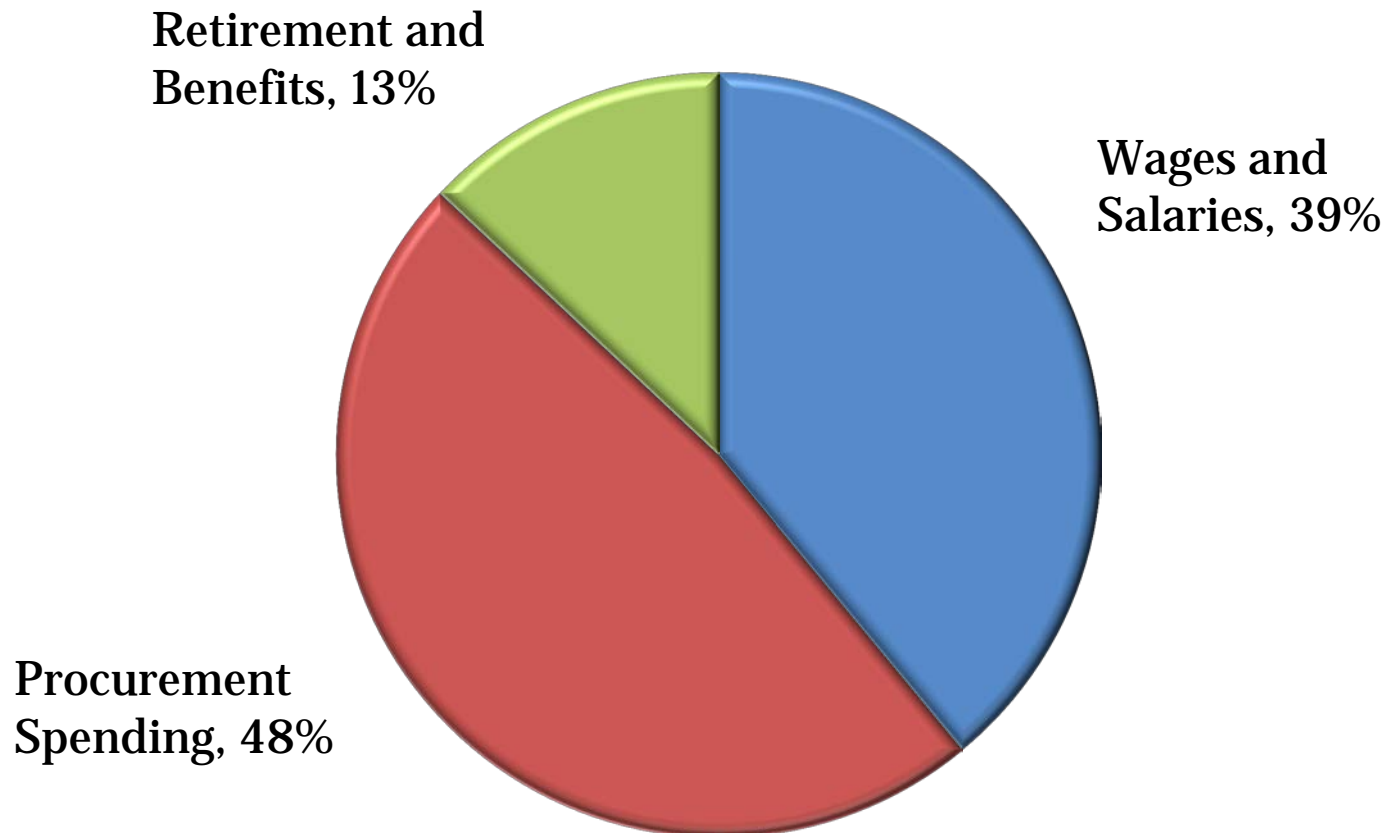
Chocolate Mountains

MCAS Yuma



**Military Funds Flow to San Diego  
through  
Different Channels  
Billions of dollars, FY 2012 estimate**

**Total= \$20.6 Billion**





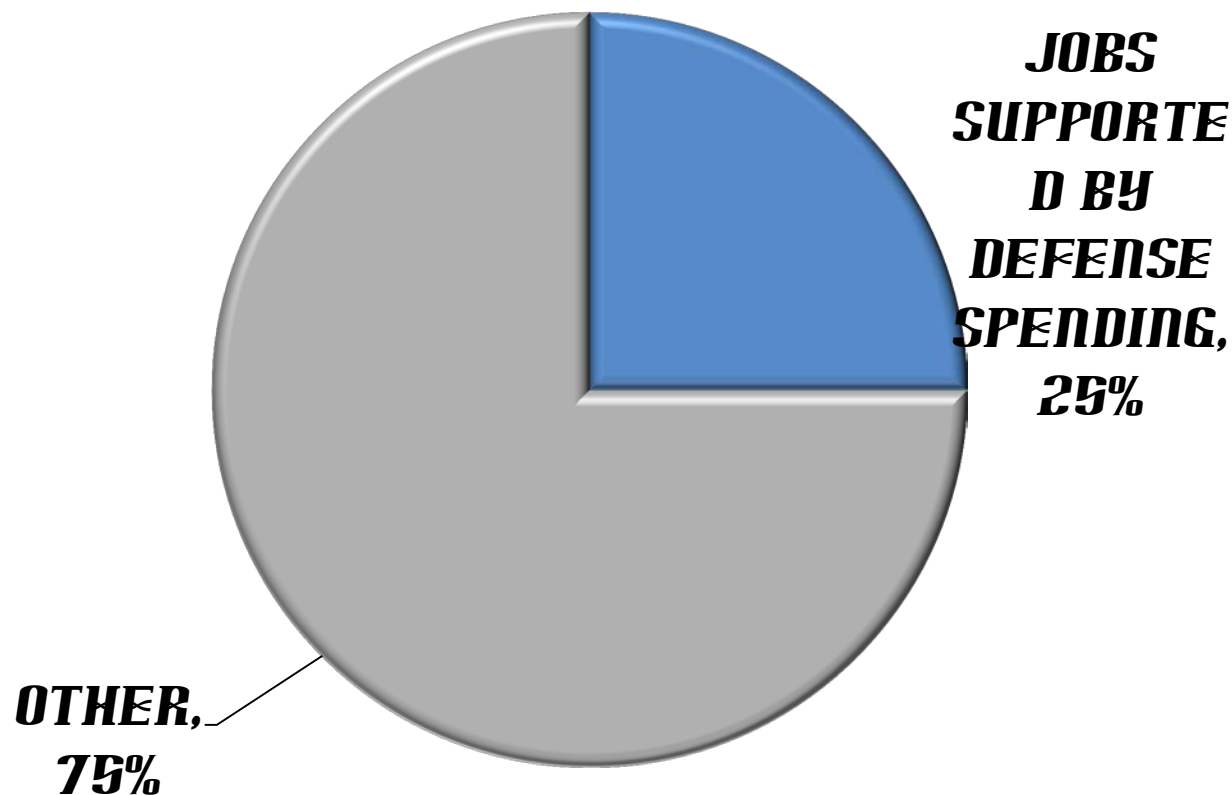


**Military Funds Flow to San Diego through  
Different Channels**  
**Billions of dollars, FY 2012 estimate**

<b><i>JOBS</i></b>	<b><i>311,000</i></b>
<b><i>INCOME</i></b>	<b><i>\$17.7 BILLION</i></b>
<b><i>GROSS REGIONAL PRODUCT</i></b>	<b><i>\$31.9 BILLION</i></b>



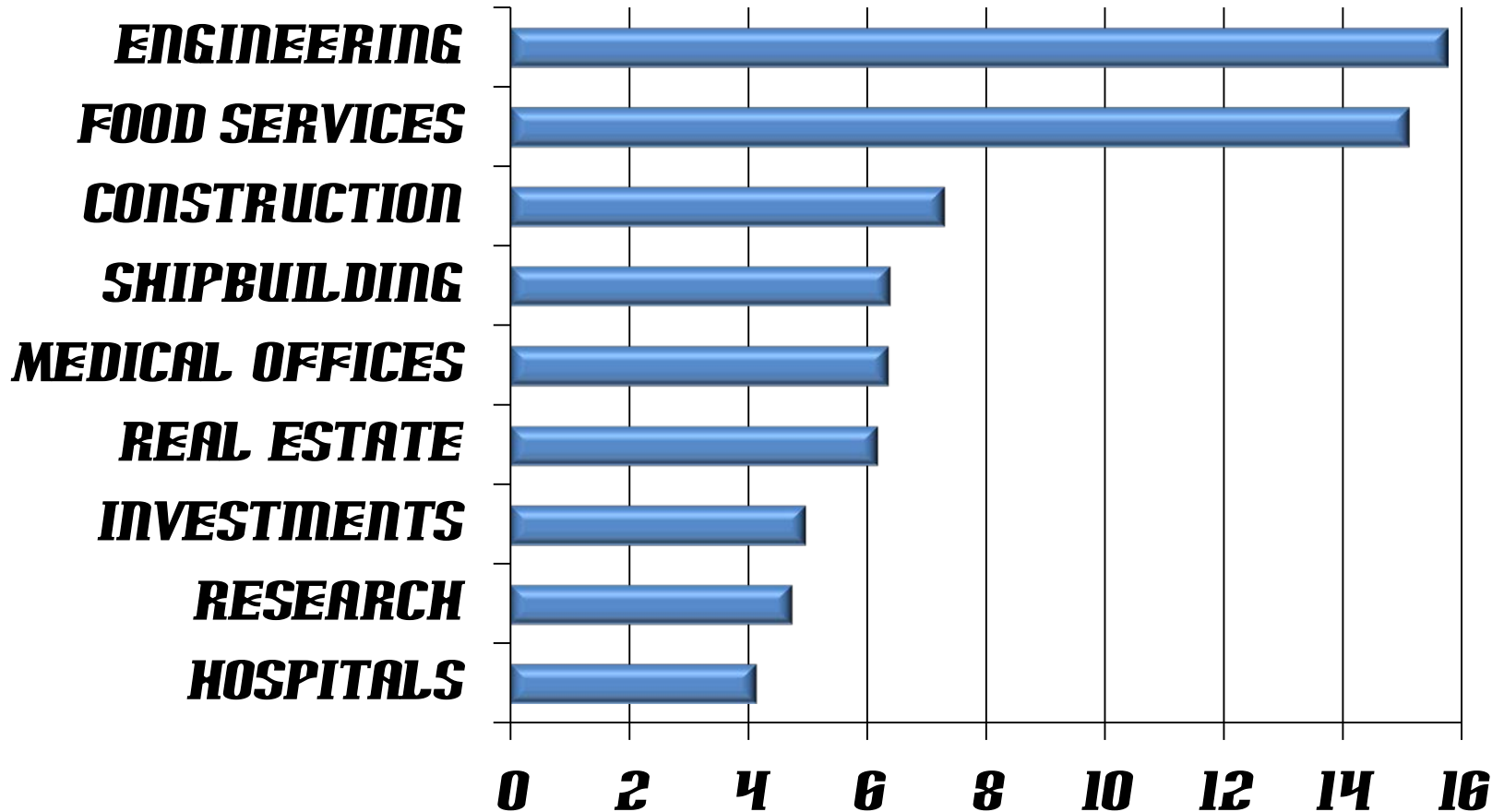
**Military Responsible for 25%  
of All San Diego Jobs**  
**Share of total, FY 2012 estimate**





# **Defense Creates Jobs in Many San Diego Industries**

## **Thousands of Jobs, FY 2012 estimate**





# **DOD & San Diego 2013 & Beyond**

- **“DOD Strategic Guidance for the 21<sup>st</sup> Century” (Jan 2012)**
  - **“Good News”**
    - ✓ **Emphasis on Asia-Pacific & Middle East**
    - ✓ **60% of U.S. forces in Pacific area**
    - ✓ **Power Projection & Deterrence = USN & USMC**
    - ✓ **UAV's & CYBER = San Diego**
  - **“Bad News”**
    - ✓ **BCA 2011 = Downsizing of the Military**
  - **“Worse News”**
    - ✓ **BCA 2011 = “Sequestration”**



# **Military Economic Impact**

- **BCA 2011**

- **DOD Budget cuts \$487 B over ten years**
- **Manageable under current Defense Strategy**

- **Sequestration**

- **Super Committee failure**
- **Additional DOD budget cuts of ~\$500B over ten years**
- **1 March 2013**
- **Not in DOD planning....significant impact.**

- **Continuing Resolution**

- **DOD Funding at 2012 levels**



# **Military Economic Impact (Contd.)**

- **“A Perfect Storm of Budget Uncertainty” \***
  - **NO Appropriation Bills have been enacted for FY 13**
  - **Continuing Resolution through 27 March, (2012 levels)**
  - **President’s Budget will not be submitted on 4 Feb.**
  - **Sequestration ... 1 March**
- **“We have no idea what the hell is going to happen” \***
  - **No 2013 Appropriations...CR full FY = 5% = \$11B**
  - **Sequester, 1 March = 9% = \$18B**
  - **Protect funding for troops in Afghanistan = 5% = \$11B**
- **“19-20% cut in operating budgets for active units” \***
  - **Almost 30% for the Army**

**\* SECDEF 10 Jan 2013**

# **Military Economic Impact (Contd.)**

- **DOD Planning Guidance, (no implementation yet)**
  - **Military Personnel Exempt**
  - **Protect Funding for Wartime Ops**
  - **Protect Wounded Warrior Programs**
  - **Protect programs associated with the “Defense Strategy”**
  - **Protect Family Programs, (extent possible)**
  - **Reduce Civilian Workforce**
    - ✓ **Reduce Temporary Employees**
    - ✓ **Hiring Freezes**
    - ✓ **Voluntary Separations/Retirements**
    - ✓ **Furloughs**

# **Military Economic Impact (Contd.)**

- **Possible Actions**

- **Less Shipboard Training...underway hours**
- **Less Pilot Training...flying hours**
- **Curtailed Shipboard Maintenance**
- **Disruption to R&D and Modernization**
- **Facility Maintenance**
- **DOD Civilian Workforce**
  - ✓ **“Furloughs”**

- **“No Choice but to prepare for the worst” \***

**\* SECDEF 10 Jan 2013**





# **San Diego Issues** (Long Term)

- **Aircraft Carrier Home Porting (CVN)**
  - **Piers/Facilities & Infrastructure to support 3 CVN**
- **Ship Building & Ship Repair**
  - **130 Companies, 10,000 jobs**
- **SPAWAR and SPAWAR System Center Pacific**
  - **4600 Civil Service/280 Military**
  - **Synergy with San Diego High Tech Community**
- **FRC Southwest, (Aviation Repair Depot North Island)**
  - **~ 3000 Civil Service/1000 Military**
- **Marine Corps**
  - **Force Reduction: (current 205K .....post Afghanistan 180/185K)**
  - **Consolidation of USMC Recruit Training**
- ❖ **Broadway Complex**
  - **2013 NDAA Language**



# **SDMAC Going Forward**

- **“Public Awareness” of the impact on our region**
  - **Sequestration Forum held 10 October**
- **Work with EDC, Chamber, Connect, “Operation San Diego”**
- **Congressional Delegation, (regional perspective on defense issues)**
- **DOD Budget Focus**
  - **In depth analysis at each waypoint**
  - **Identify “Red Flags” for San Diego**



# Questions ?

# CleanTECH San Diego



**San Diego County Economic Roundtable**  
**January 25, 2013**



# Background

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**CleanTECH San Diego was created in 2007 to:**

- Support Job Creation. Advance and diversify the San Diego region's economic development goals
- Build a Common Agenda. Bring together the region's diverse clean technology Stakeholders around a common agenda
- Prepare for the New Economy. Help San Diego prepare for and benefit from California's proactive regulatory policies
- Mission: Accelerate the San Diego region as a world leader in the clean technology economy





# Who We Are



# Cleantech Macro Market Trends

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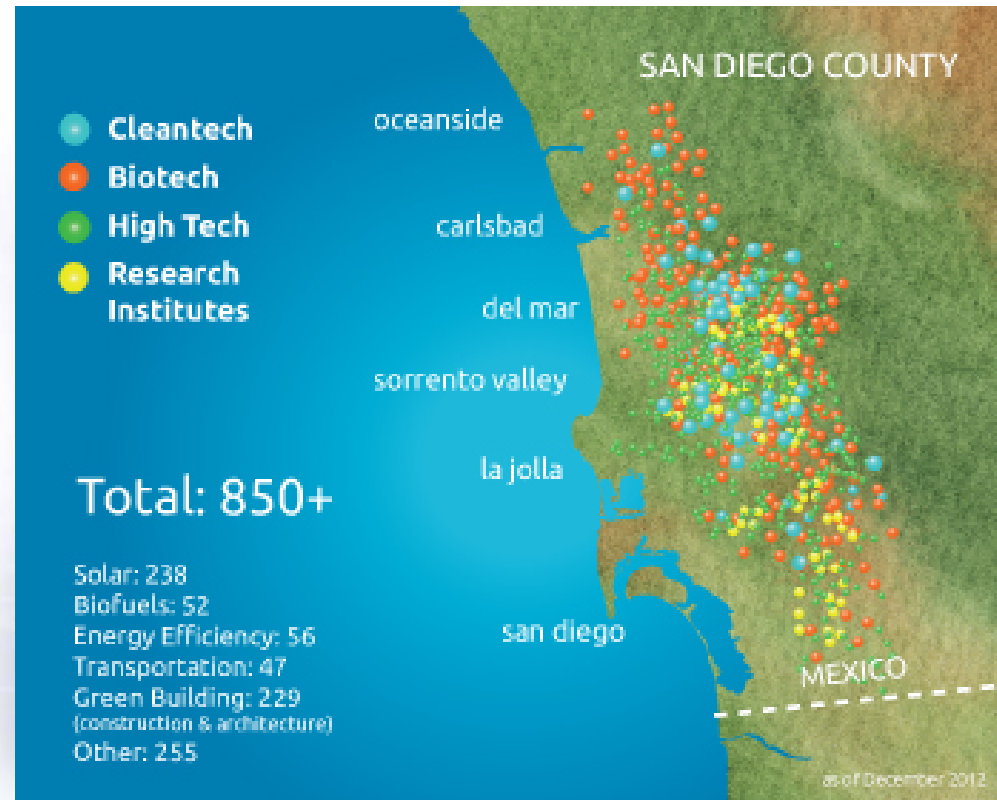
- 80% of Fortune Global 50 companies are communicating publicly their sustainability management efforts... *Deloitte's 2012 Study of Actions by Global 50*
- 34 US states impose mandates and/or funded EE requirements... *Bank of America's 2012 Big Data C3 Overview*
- Energy efficiency market is >\$280B in US... *Deutsche Bank-Rockerfeller Foundation*
- 46% of new generation capacity came online in '12 from renewables... *Federal Energy Regulatory Commission*
- 2012 global cleantech venture investment totals \$6.46B, down 30% over LY with biofuels as leading sector by amount invested. \$952MM... *CleanTech Group, 2012*
- California \$100 MM charging infrastructure project : largest-ever investment in EV infrastructure with 10,000 hook-ups and 200 fast chargers.
- U.S Navy Secretary Mabus declares 50% of Navy's energy consumption will come from renewables by 2020.



# San Diego's Cleantech Economy

## 875+ Cleantech Companies

- Robust, upward trending new company growth
- Over 400 innovator companies and over 450 market enabler companies
- County-wide distribution. Dense formation around universities, research institutes and colleges
- Strong activity in renewable energy, transportation, energy efficiency, energy storage and biofuels







# BY THE NUMBERS

Direct Economic Activity

Indirect Economic Activity

Companies

Jobs Direct/Indirect



CLEAN TRANSPORTATION

**\$311M**

**\$90M**

29

1050/506



SOLAR ENERGY GENERATION

**\$517M**

**\$196M**

29

1133/1116



SMART GRID

**\$69M**

**\$24M**

10

318/144



ENERGY EFFICIENCY

**\$299M**

**\$103M**

38

1013/595



ENERGY STORAGE

**\$56M**

**\$46M**

7

561/263



BIOFUELS

**\$80M**

**\$76M**

31

466/539

Total: 8

Solar: 238

Biofuels: 52

Energy Efficiency:

Transportation: 47

Green Building: 229

(construction & architecture)

Other: 255

IEGO COUNTY

# Solar Energy: Leading Adoption, Innovation and Manufacturing

## San Diego #1 Solar City

- Highest solar PV adoption rates in the state
- >200 solar companies
- Gov. Schwarzenegger Designates San Diego Solar iHub

## Secured \$154M in CREBS Allocation

- CleanTECH San Diego led a regional coalition enabling its 18 municipalities to install solar rooftops
- Earning 20% of national allocation



## Soitec Selects San Diego for Manufacturer Facility

- Utility Scale Solar CPV Manufacturer
- Opened doors in December 2012

## Economic Impact

- 450 direct jobs at the factory
- 1,000 indirect jobs
- Annual production capacity 200 MW



# Biofuels: Training the Next-Gen Workforce

## San Diego Biofuels Industry

- More than 50 biofuels companies
- Sapphire Energy: 5<sup>th</sup> largest national VC deal in 2012 at \$140MM
- Imperial Valley link

## EDGE Initiative

- Workforce training for biofuels industry
- \$4MM for workforce development; one of five DOL grant recipients
- 300 trained; 100 placed

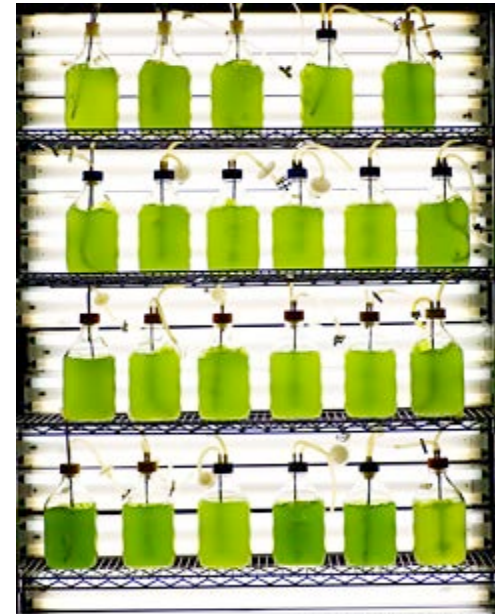


PHOTO: DAVID YELLEN





# Clean Transportation: Trailblazing Toward Emissions-Free Mobility

## San Diego's Clean Transportation Industry

- Small and large companies: charging, metering, storage and fuel choice
- Home to over 40 clean transportation companies

## EV Adoption is Here: San Diego is Out Front

- Nearly 2,500 EVs on San Diego streets; 200K by 2020
- ECOTality deploying \$220MM DOE grant to install charging stations nationally
- Largest ever investment in EV infrastructure: \$100MM NRG settlement to bring 200 fast charging stations to California



Nissan LEAF



Chevrolet Volt



# Energy Efficiency: Building ARRA Success Stories

## San Diego EE Industry

- >50 energy efficiency companies

## Street Light Working Group

- Consortium of CleanTECH San Diego, SDG&E and cities in San Diego County;
- 13 cities, 60,000 street light retrofits
- 40% kwh reduction; 20 million kWh annual savings
- \$3 million annual taxpayer savings; \$30 million over 10 year light life
- \$25 million in local economic development/job creation



# Smart Grid: Converging Technologies for Sustainable Solutions

## Regional Leadership

- SDG&E – proactive advanced meter installations; 20.8% of energy from renewables in 2011
- UC San Diego – microgrid test bed; solar forecasting and grid stability research

## New Collaborative: Smart City San Diego

- GE, SDG&E, City of San Diego, UC San Diego and CleanTECH San Diego partnership to:
  - Prepare region for one of largest EV deployments
  - Test key energy efficiency and smart grid solutions
  - Set measureable standard for sustainability





# San Diego Innovation Providing Global Leadership

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- Nation's leader with most solar installations
- Hosts the nation's first all electric car-sharing program through car2go
- Ranks in top 5 cities with the greenest cars – *Forbes*
- Hosts the nations first Zoo with a Solar to EV Project with 20 solar canopies to charge EVs
- UCSD's world-renowned microgrid self-generates 95% of its total power consumption
- SDG&E ranks smartest utility - *Intelligent IQ Magazine*; deploys 2.2 M smart meters
- Camp Pendleton is one of the greenest armed force bases worldwide with its solar project
- California cleantech VC dollars in 2011 exceeded total of all 49 states combined – *Clean Edge*



# Stay Connected

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**Holly Smithson**  
**President & COO**

**[hollys@cleantechsandiego.org](mailto:hollys@cleantechsandiego.org)**



**[/CleanTECHSanDiego](https://www.facebook.com/CleanTECHSanDiego)**



**[@cleantechsd](https://twitter.com/cleantechsd)**

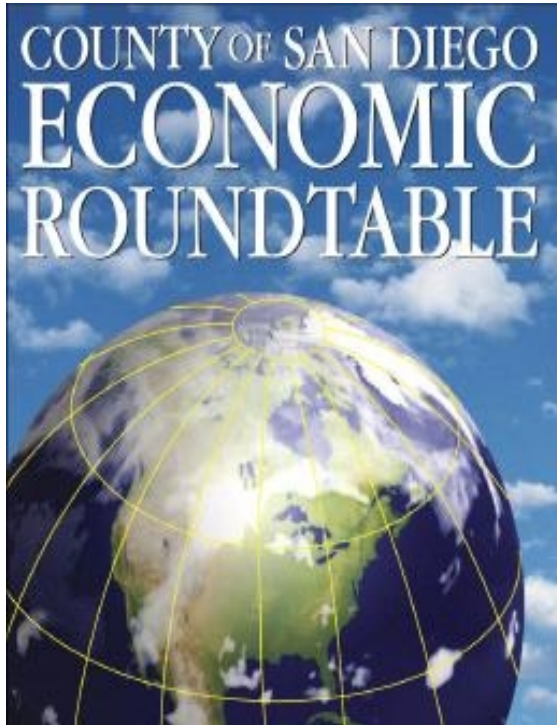


**[Group: CleanTECH San Diego](https://www.linkedin.com/groups?gid=11111111)**





# See you next year at the 30<sup>th</sup> Economic Roundtable!



For today's presentations, the County of San Diego Fact Sheet, other important information and resources, please visit:

<http://www.sdcounty.ca.gov/economicroundtable/>

Today's event will be replayed on the County Television Network. For dates, time, and channels, please visit:

<http://countynewscenter.com/video/schedule>

*Sponsored by:*



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San Diego

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**UT**  
San Diego